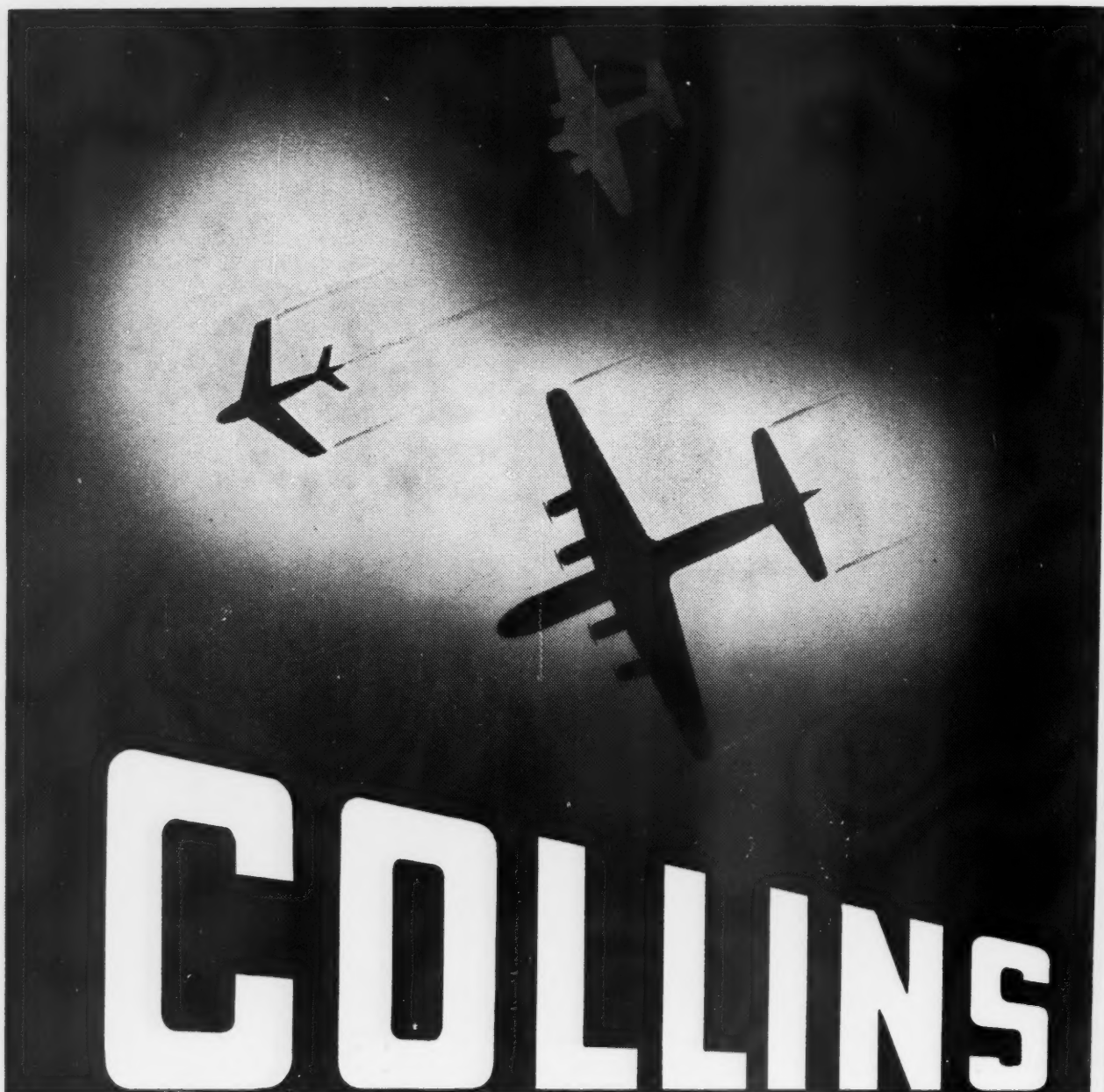


Dallas

DECEMBER • 1954





**the leading name in aviation radio
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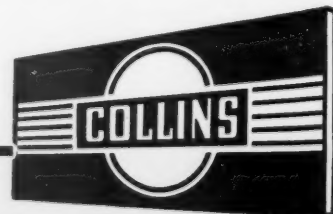
Standard equipment on all Air Force and Navy fighters and bombers

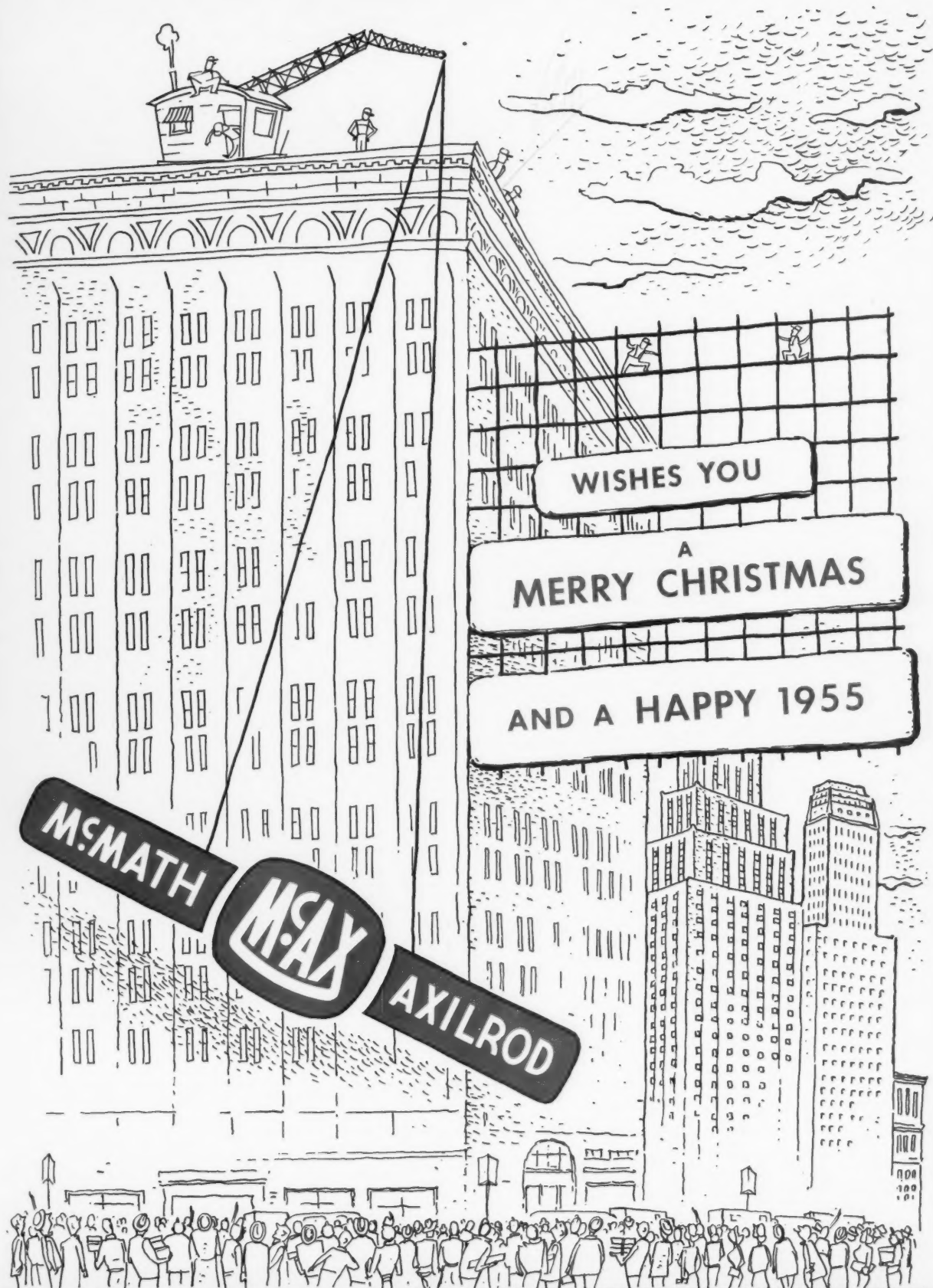
Preferred by private and executive aircraft owners everywhere

COLLINS RADIO COMPANY

1930 HI-LINE DRIVE, DALLAS 2

CEDAR RAPIDS • NEW YORK • BURBANK





ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1895 Hunt Grocery Company

Fancy Foods Imported and Domestic
Fine Food Gifts, All the Staples

1897 Anderson Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.

The Southwest's Foremost Florists
Decorators, Nursery Landscape Service

1900 John Deere Plow Company

Agricultural Implements

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 Republic Insurance Company

Writing Fire, Tornado, Allied Lines
Inland Marine, and Automobile Insurance

1904 Burton & Wilkins

Over 100 Kinds of Insurance Services

1906 Hesse Envelope Company

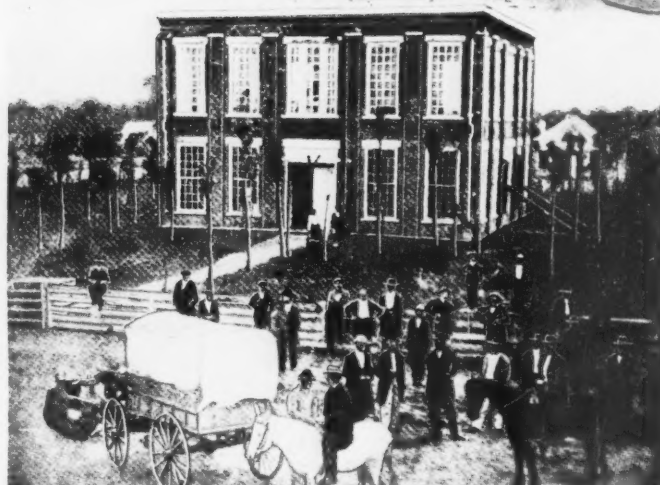
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and File Folders

1907 Tennessee Dairies, Inc.

Foremost Dairy Products

1911 Graham-Brown Shoe Company

Manufacturing Wholesalers



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White Swan Fine Foods

1874 Bolanz & Bolanz

Real Estate and Insurance

1875 First National Bank in Dallas

Banking

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant & Cochran

Insurance Managers

1885 Mosher Steel Company

Structural Reinforcing
Steel and Machinery Repairs

1892 The Egan Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry and Cleaners

Finer Laundering, Cleaning,
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1893 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk,
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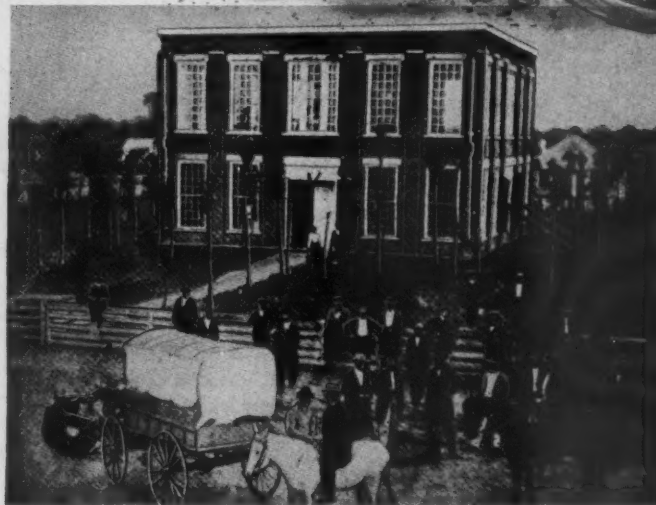
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AFFAIRS ARE
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NEW SURROUNDINGS**

*Another reason why it pays
YOU to do business with the
FIRST IN DALLAS*

Trust facilities at First National have grown to become a very large and specialized operation. Many people — experienced in taxation, insurance, investments, and trust administration, as well as banking — are engaged in the business of managing property such as yours.

Now, into this picture of seasoned Trust Management come new reasons for your doing business with the First in Dallas: Beautiful new Trust Department quarters, every comfort, every convenience, every privacy you would ask. All to make your visits more pleasant than ever before. Today, Trust services at the *new* First are, in every respect, among the finest.

We believe your visit with First folks, in our comfortable and modern new home, will tell you more of *new* First service than a thousand words. Come in soon and see . . . and discover the prestige that's yours when you bank at the First National Bank in Dallas.

*Wherever you go . . .
folks know the First in Dallas*



1st

NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





Anomaly in the Air

SO much smoke has been generated by the fire of controversy raging over the airports of Dallas and Fort Worth that it is not surprising that much of it has settled into a smokescreen that is obscuring some of the basic issues involved. At least, it is the disturbed conviction of this observer that, no matter how clearly these issues may be apparent by now to the people of Dallas, this obfuscating screen seems to have enveloped a few government officials and airline executives and contributed to a myopic view of what air transportation really is, and what the people of Dallas and all America are entitled to with respect to it.



DALE MILLER

The long history of this controversy is doubtless familiar enough to obviate any repetition here. Suffice it to say that this observer has been involved in it since its inception, having participated in every hearing or conference concerning it in Washington over the past 13 years, and it may be appropriate to draw upon that experience for some frank comments on the underlying significance of the recent dramatic developments which precipitated Fort Worth's offer to sell to Dallas a half-interest in its new and handsome—and distant and impoverished—Tarrant County airport.

This offer was inspired, of course, by a letter written by the Chairman of the Civil Aeronautics Board on November 5 to the City Manager of Fort Worth, and relayed formally by the latter on November 12 to the Mayor and City Council of Dallas. The ensuing explosion—encompassing Dallas' protest against the extra-judicial intervention of a high government official in a vital local issue; and the subsequent disclaimer by that official of any intention implicit in that

act to pre-judge the case—caused so much commotion that it needs no reverberations here. Yet the text and tone of the C.A.B. chairman's letter were remarkably illustrative of a type of thinking evidently prevalent among the Board which places a greater emphasis on the welfare of certain airlines than on the needs of the traveling public.

Throughout many years of participating in hearings and oral arguments before the Board, this observer has been troubled by the growing impression that in many important cases the interests of the people are frequently subordinated, though perhaps unwittingly, to the interests of the airlines whose obligation it is to serve them. In oral arguments before the Board, for instance, a community seeking improved air service is customarily allotted 10 minutes for the presentation of its case, regardless of the number of witnesses who may have traveled thousands of miles for that privilege, while the carriers are allocated more than 10 times that amount of time to seek for themselves, or oppose for their competitors, the granting of some new certificate. In earlier hearings before examiners, of course, communities as well as carriers may submit exhaustive testimony, but in the later and decisive arguments before the board itself the public witnesses have the opportunity to make only brief and perfunctory appeals, before the airlines attorneys then resolve the proceedings into an arena for vigorous prosecution of their private wars.

It is not surprising that many decisions handed down by the examiners or by the Board seem to place less emphasis on the needs of the cities for improved air service than on the effect that such decisions may have on the fiscal structure of one carrier or another. This thread of thinking was woven clearly through the letter of the C.A.B. chairman which proposed that Dallas and Fort Worth consolidate their air traffic at a single airport which is actually, and unnecessarily, too distant

from both. To assert that the public would thus enjoy "improved service" and "conveniently available air transportation" is sheer sophistry. Any suggestion that a community generating more than 80 per cent of the air traffic of an area would enjoy "improved service" by abandoning its convenient in-town airport at a cost of millions of dollars now, and additional millions thereafter in increased ground travel costs, in order to be inconvenienced by driving many more miles to have access to air transportation, is beyond the pale of understanding.

The fact that such a proposal was seriously advanced is a disturbing commentary on the attitude of a quasi-judicial federal agency toward the development of air transportation. In no other field of transportation would the suggestion be made that the traveling public be penalized so that the carrier might profit. It would be absurd to suggest that the railroads or bus companies maintain only a common terminal between Dallas and Fort Worth and require their patrons to get there as best they can, just as it would be unthinkable that the users of water transportation in Houston and Galveston would be adequately served by a single turning basin and docks somewhere between them. Other forms of transportation must of necessity respond to the needs of the people, and the common carriers of the airways have no sacrosanct status which relieves them of the same obligation.

The airport issue: Air transportation must be responsive to the needs of the people.

It ought not to be news to the Civil Aeronautics Board by now that on a basis of population Dallas habitually ranks in the first three among all cities in the United States in the generation of air traffic, and the whole future of air transportation in America would benefit from an awareness by the Board of a simple reason for it. There are enough differences in the economic characteristics of Dallas and Fort Worth to explain in part why Love Field generates so much traffic and Carter Field so little. The answer also lies in the convenience of an easily accessible in-town airport which Dallas had the wisdom and foresight to provide; and, with all due respects to federal officialdom, no authority should exist within the framework of our government which, however unintentionally, could vitiate such a notable and important community achievement.



THE EYES OF THE NATION — from the packed bowl crowd to millions over television — will turn to Dallas for the 1955 Cotton Bowl Classic.



BROOKS

Georgia Tech Meets Arkansas

by Charles Blalack

IT will be a veteran bowl-going team up against an almost unbelievable Cinderella crew in the nineteenth annual Cotton Bowl Classic in Dallas next New Year's day.

For the Georgia Tech Yellow Jackets, who have one of the richest bowl histories of any college team, it will be the eleventh appearance in a post-season game. Georgia Tech, which was the first school in the country to play in each of the four major bowl games, has won eight of its New Year's day games, while coming out on the short end of the score only twice. Their appearance in the coming Cotton Bowl battle will be their fourth straight year to play in a bowl game.

This year's Cotton Bowl game will be a fitting climax for the battling Arkansas Razorbacks who turned out to be a team of destiny made up of so-called miracle men who always thought they could win, and usually did against the season's biggest odds.

Tagged for a sixth place finish in the pre-season Southwest Conference predictions, the Razorbacks exploded with magic single wing football to come through with

Arkansas' best season in modern times to win their second trip to the Dallas post-season classic.

During the past season, the Razorbacks put together eight wins and two losses to

finish in seventh place in the national ratings, while winning a clear-cut Southwestern Conference championship. In their conference play, the Porkers turned back T.C.U. 20 to 13, edged Baylor 21 to 20, defeated Texas 20 to 7, got past Texas A. & M. 14 to 7, finished out in front

HAIR



THOMPSON



MORRIS





MOORE

CARPENTER

of Rice 28 to 15 before falling before S.M.U. 21 to 14 in their final league game.

In non-conference affairs, Arkansas trounced Tulsa 41 to 0, swept past a powerful Mississippi eleven 6 to 0, lost a hard-fought 7 to 6 decision to L.S.U., and rushed past a University of Houston team by a 19 to 0 score.

In their 10 games, the Arkansas team rolled up 189 points while holding their opponents to 90 points in a sustained display of matchless defensive football that complimented their endless ability to take advantage of their rivals' mistakes.

Georgia Tech finished the full season with a seven and three won-and-lost record and grabbed the runner-up spot in the Southeastern Conference grid chase. Two of their three losses were by a one-point margin and the other was a seven-point setback.

Over the season, the Yellow Jackets blanked Tulane 28 to 0, lost to Florida 13 to 12, edged S.M.U. 10 to 7, outscored L.S.U. 30 to 20, turned back Auburn 14 to 7, dropped a 13 to 6 decision to Kentucky, lost a heart-breaking 21 to 20 battle to Duke, blasted Tennessee 28 to 7, ran over Alabama 20 to 0 and set back traditional rival Georgia 7 to 3 to win the Cotton Bowl invitation.

In its season play, Georgia Tech tallied 175 points and gave up only 91 points to almost match the Arkansas defensive picture.

One of the biggest reasons for Coach Bowden Wyatt's success story at Arkansas this year is Bud Brooks, a rugged 200-

(Continued on Page 50)



"THREE FOR TONIGHT" features Harry Belafonte backed by the music of Walter Schumann and a company of 40 singers.

Auditorium Brings 'Three for Tonight'

IN 1950 the State Fair Auditorium joined forces with other civic enterprises to give Dallas visitors to the Cotton Bowl football classic a "week to remember." That first year they offered "Kiss Me, Kate." The next year found the inimitable Carol Channing and her "Gentlemen Prefer Blondes" company entertaining during the holiday week and next came the Danny Kaye Show.

MARGE AND GOWER CHAMPION are the dancing stars of "Three for Tonight."



Cotton Bowl visitors this year will see an equally spectacular show, Paul Gregory's "Three for Tonight" with its three young stars, Marge and Gower Champion and Harry Belafonte, backed by the music of Walter Schumann and a company of 40 singers.

Mr. Gregory's past productions include "John Brown's Body," "Don Juan in Hell" and "The Caine Mutiny Court Martial."

Music for "Three for Tonight" was composed by Walter Schumann, whose "Dragnet" theme is now a household tune.

Gower Champion staged the entire production. As a choreographer, he won the coveted Antionette Perry and Donaldson awards for his work in "Lend an Ear."

Harry Belafonte has been called the "Show Business Cinderella Man." His most recent venture is the motion picture version of "Carmen Jones."

"Three for Tonight" will open December 27 at the State Fair Auditorium and will play through December 31 with a matinee on December 31 as well as an evening performance.



RECOGNIZED for "unselfishly contributing their talent, time, energy, and devotion to the building of a great community under God," the Chancel Choir of First Methodist Church highlighted the 1954 annual meeting.

Annual Meeting Dramatizes Faith

Photography by Ed Miley

THE Dallas Chamber of Commerce brought back all the enthusiasm of an "old time camp meeting" for its 1954 annual meeting.

Had it occurred out in West Texas where the folks used to come for hundreds of miles for their annual "preaching and praying," it would not have been so unusual.

But to hear the city's leaders give "testimonials" to the faith they hold in the city's future, to see an audience's heart go out to a little lost boy, and to hear hardened businessmen sing "Glory, Glory, Hallelujah"—was a different story.

The Chamber's 1954 annual meeting was no "cut and dried" affair. It was full of songs by the 100-voice Chancel Choir and Symphony Orchestra of the First Methodist Church, a surprise address by Mayor R. L. Thornton, a speech by Ivan Irwin, president of the Students' Association of Southern Methodist University, and the awarding of life memberships to John S. Smith of the Texas Employment Commission and Admiral A. C. Olney of Temco.

Like a camp meeting, the program began with the singing. Directed by Glen R.

Johnson, minister of music, the choir sang Fred Waring arrangements of numbers like, "America, the Beautiful," "No Man Is an Island," and "Give Me Your Tired Your Poor."

In a simple little story—not unlike the parables of a camp meeting—a policeman explained the ideals of America to a lost boy. Kenny Ritchel, portraying the policeman, told Scotty Barrow about the past and future of this country.

Moving from the child to a young man, Ivan Irwin gave his "testimonial" on what made Dallas great: "Spirit, education, re-

DIRECTORS DeWitt T. Ray and James W. Aston talk with Dr. Robert E. Goodrich, Jr., who gave the invocation.



R. L. THORNTON, JR., talks with Ben Wooten and R. L. Tayloe.



VICE PRESIDENT Ed R. Maher watches the choir enter the Hotel Adolphus with Leo F. Corrigan.





PRINCIPALS at the meeting included Jerome K. Crossman, Chamber president, Mayor R. L. Thornton, Ivan Irwin, president of the Students' Association of S.M.U. and Glen R. Johnson.



R. R. GILBERT, center, chats with Sam M. Gladney and Justin McCarty.



STANLEY MARCUS, second from right, lists the Chamber's activities for John E. Mitchell, Jr., Lawrence Pollock, and Fred Detweiler.



W. W. OVERTON, JR., leans over to talk with John M. Stemmons, J. C. Tenison and Angus Wynne, Jr.

in Dallas' Future

ligion, vision, initiative, confidence and energy.

"You have made our city a wonderful place to grow up in," the 20-year old said in tribute to Dallas' civic leaders who preceded him.

Mayor Thornton responded, "You can't lose in this country. The youth of today is more capable, better educated, better equipped than ever before. The greatest challenge—and the greatest day of opportunity—lies ahead of you."

GLEN R. JOHNSON directs the choir as Scotty Barrow, the little lost boy, listens with Kenny Ritchel.



He said that the older people should teach youth what free enterprise means.

"Don't be afraid to try," he urged. "Fear stops many successes. Don't be afraid to fail."

"STARS AND STRIPES FOREVER" featured the flute solo of Anna Mae Robinson.





INTRODUCED AT THE ANNUAL MEETING, new directors of the Chamber include James M. Collins, Ed R. Haggar, C. A. Tatum, Jr., and Julius Schepps.

Chamber Members Elect Seven New Directors

SEVEN new directors of the Dallas Chamber of Commerce have been elected by vote of the Chamber's full membership.

They include James M. Collins, Leonard M. Green, Ed R. Haggar, Erik Jonsson, John J. Kettle, Julius Schepps and C. A. Tatum, Jr.

Results of the election were announced by Jerome K. Crossman, Chamber president, at the annual meeting this month.

Mr. Tatum, president of Dallas Power & Light Company, has been active in Chamber work for several years. In 1954 he served as chairman of the Electronics Industry Committee, vice chairman of the Industry and Economic Development

Committee, and as a member of the Athletic Relations and Aviation Committees.

In 1953 Mr. Tatum was chairman of the Industrial Relations and Industrial Dispersion Committees. He was chairman of the Promotion and Public Relations Committee the year before.

Mr. Jonsson, president of Texas Instruments and a director of several other Texas companies, has been a member of the Chamber since the early 1930's. He is a member of the Petroleum Committee.

He is a director of the Community Chest and chairman of the advisory committee of the Pilot Institute for the Deaf.

Mr. Green, president of Dr. Pepper Company, also joined the Chamber in the

1930's. He has served on the Membership, Athletic Relations and other committees.

Mr. Green has served as president and chairman of the board of the Cotton Bowl Athletic Association, as president of the Dallas Chapter of the American Red Cross, president of the Salesmanship Club, and other local and state organizations.

Mr. Schepps, president of Julius Schepps Wholesale Liquors, is returning to the Chamber's board after serving as a director from 1946 to 1948. Active in major Chamber activities for many years, Mr. Schepps' work includes service on the Negro Housing, Athletic Relations and City Traffic Committees.

Mr. Collins, executive vice president of Fidelity Union Life Insurance Company, has been a member of the Chamber since 1939. He served as president of the S.M.U. Alumni Association in 1952.

For the past four years, Mr. Collins has served as chairman of budget sections of the Community Chest and as a director of the Dallas Heart Association. He is president of three Texas firms and a director of three others.

Mr. Haggar, president of the Haggar Company, has held Chamber membership since 1938. This year he was appointed to the Civil Service Board of the City of Dallas. He has captained financial campaigns for Baylor, St. Paul and Methodist Hospitals and served as a member of the Circle Ten Council of the Boy Scouts of America.

Mr. Haggar served three terms as president of the Notre Dame Club of Dallas.

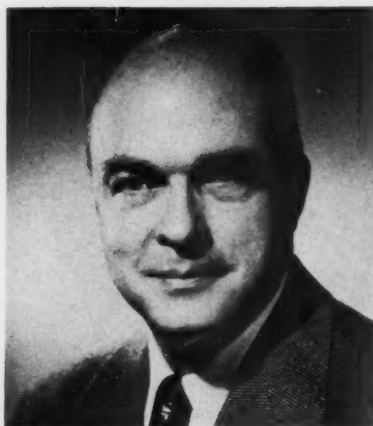
Mr. Kettle, senior vice president of the First National Bank, has been active on various Chamber committees for the past 30 years. At present he is vice president of the State Fair of Texas.

He has been active in Southwestern Medical Association, Community Chest and American Bankers Association.

JOHN J. KETTLE



ERIK JONSSON



LEONARD M. GREEN



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1954: a busy year

dallas chamber of commerce

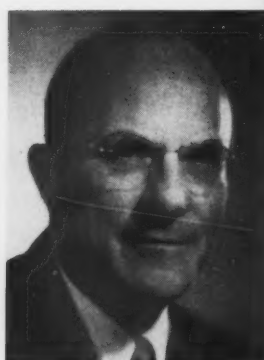
1954 OFFICERS



DIRECTORS



James W. Aston
 Leo F. Corrigan
 Fred Detweiler
 R. R. Gilbert
 S. M. Gladney
 Stanley Marcus
 Justin S. McCarty
 John E. Mitchell, Jr.
 W. W. Overton, Jr.
 W. H. Pierce
 Lawrence Pollock
 Ben Smith
 John M. Stemmons
 R. L. Tayloe
 J. C. Tenison
 R. L. Thornton, Jr.
 Ben H. Wooten



JEROME K. CROSSMAN
President



SAMUEL F. ALLEN
Vice President



J. C. TENISON
Vice President



ANGUS G. PAYNE, JR.
Vice President



LEO F. CORRIGAN
Treasurer



P R E S I D E N T ' S M E S S A G E

THIS has been a year of intense activity for your Chamber of Commerce. It has been one of the busiest and—in many respects—one of the most fruitful years in the history of our organization. But it is not my purpose here to review in detail the year's work and accomplishments.

Any man who is privileged to serve as president of the Dallas Chamber of Commerce learns many things. The intimacy of this association has given me convictions which I want to state to you—the members—with all the honesty and emphasis which I can give them:

First: The esprit de corps in Dallas is a magnificent and inspiring force. To my knowledge, the Chamber of Commerce this year has never asked anyone to do something for Dallas without receiving full cooperation. The people of Dallas respond, with unanimity and force, to any need or opportunity affecting the good of this community. This esprit de corps is our greatest asset. We must work to preserve it, to justify it, and to direct it, intelligently, in constructive channels.

Second: Dallas is a community with a deep-rooted philosophy of competition. No man or combination of men runs Dallas—or could ever hope to run Dallas. Our philosophy of competition in civic life, as well as in our eco-

arrived at, we proceed as a harmonious group to work for the considered best interests of the community. Dallas is truly a community whose destiny is shaped by a complete symphony and interplay of personalities, ideas and ideals. The result is a healthy, balanced, dynamic community.

Third: Dallas is a city of ever expanding horizons. We have a balanced community—a community whose Chamber of Commerce is interested in a balanced economy, and is equally interested in the spiritual, educational, cultural, and recreational factors which enter into making ours a fine community as well as big city. Our greatest years lie ahead of us. We must make the most of them, not only in population growth and commercial development, but in all the opportunities to build a richer, finer community life along the balanced pattern already established.

Fourth: The Dallas Chamber of Commerce has long since outgrown any idea that it is an organization dedicated solely to the welfare of the City of Dallas. It works for the welfare of a broad area, extending even beyond the Dallas Metropolitan Area. Our Chamber is interested in what happens in our neighboring communities, just as it is interested in what happens on Main Street in Dallas. The time has now come when we all need to recognize the broader, metropolitan area character of our Chamber of Commerce, by giving it the effective support it must have to meet its challenging opportunities in this larger field.

Fifth: Day-to-day association with the staff of the Chamber has given me an insight into the abilities and effectiveness of this group of men and women. The staff work of our Chamber is something of which we can all be proud. In my experience with civic organizations, I know of none whose members receive a greater return, in effective and dedicated work, than the members of the Dallas Chamber of Commerce are receiving on the money they invest in the work of this organization.

The membership of the Dallas Chamber of Commerce today has the broadest base in history. With more than 6,000 business and professional men and women united in this great organization, we can move forward with determination and confidence to meet both the problems and the opportunities which the future holds for Dallas.

Jerome K. Crossman



E.O. WAVERLEY BRIGGS
National Councilor

J. BEN CRITZ
Vice President and
General Manager

nomie lives, insures a community in which every citizen, regardless of his status in life, has the duty and privilege of making up his own mind and voicing his decision. For instance, in our Chamber of Commerce we naturally have differences of opinion, but the democratic processes of majority rule determine the decisions—and once they are

MOBILIZED FOR AIR BATTLE

ONE of the greatest community efforts in Dallas' history was mobilized by the Chamber of Commerce in 1954 to fight for Dallas' interests as an air transportation center.

The community-wide campaign was constructive, with the goal of securing the new and improved air services which the Dallas economy requires and can support.

Dallas' own constructive objectives had to be combined with a great defensive effort, to combat Fort Worth's undisguised campaign to capture Dallas' air traffic — by Federal decree — and use it to support the Greater Fort Worth International Airport.

The Chamber's work in this field was directed by its Aviation Committee, on the basis of policies recommended to, and approved by, the Board of Directors. Strong support from the Chamber's membership made the program effective.

Major phases of the program can be summarized as follows:

1. **New or improved air services:** The Chamber presented strong, factual cases for competitive airline service between Dallas and the Northeast; and for new and improved "feeder" airline service between Dallas and approximately 50 other Southwestern communities. While the Chamber assumed the basic responsibility for preparing these cases, the City of Dallas joined in each of them and provided effective assistance and support.
2. **Cooperation with the City of Dallas in developing more adequate airport facilities:** Through various sub-committees, the Chamber maintained liaison with the City of Dallas in the planning and execution of the Master Plan development programs for Love Field and Red Bird airports.
3. **Advertising:** A special fund was raised to conduct a 52-week advertising program in Dallas newspapers. The first of this series of advertisements was published October 31. The ads, affirmative and constructive in nature, are designed to remind the people of Dallas of the convenience, accessibility and other advantages of their own airport, Dallas Love Field. Realizing that the insistence of Dallas air travelers on service at Love Field is the most effective way to combat efforts to pirate Dallas' air traffic and transfer it to another city, the ads are using the theme: "When you fly, insist on service to and from Dallas Love Field."
4. **Fort Worth's threat:** In four different campaigns during the year, the City of Fort Worth and Fort Worth Chamber of Commerce pleaded with the Civil Aeronautics Board to order Dallas air travelers to use the Greater Fort Worth International Airport. These un-

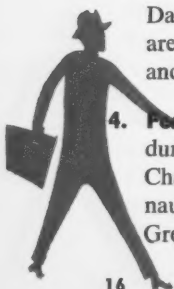
disguised efforts to capture Dallas' air transportation business and transfer it to Fort Worth met maximum opposition from Dallas citizens through their Chamber of Commerce.

The Chamber participated in *four* major air route proceedings before the Civil Aeronautics Board during 1954. In each instance, the Chamber developed strong, factual cases based on Dallas' own air service needs. Each case was a joint presentation of the City of Dallas and the Dallas Chamber of Commerce. Extensive research was done, to secure community of interest data and other statistical information needed for the Dallas exhibits and testimony. Excellent cooperation was received by the Chamber's Aviation Committee and staff in this phase of the work.

In two proceedings, the Southwest-Northeast Service Case and the Trans-Texas Certificate Renewal Proceeding, Dallas is acknowledged to have presented the most factual and comprehensive exhibits ever offered to the Civil Aeronautics Board by any community. In each of these C.A.B. proceedings, Dallas was also able to offer strong and effective business witnesses, and there are many indications that the Dallas' business men's participation in these proceedings has made deep and lasting impressions upon both C.A.B. staff members and the various airlines.

A final decision has been received in only one of the route proceedings in which Dallas participated. The Civil Aeronautics Board approved the Braniff-T.W.A. interchange agreement in the Reopened Southern Service to the West Case, a proceeding which has been before the Board for more than six years. In approving the interchange, the Board also rejected Fort Worth's plea that the Braniff-T.W.A. schedules be required to operate exclusively at Fort Worth International Airport.

Other route cases have required maximum efforts by the Dallas Chamber of Commerce during 1954.



INCREASING INDUSTRY FORCE

GROWTH in population, employment, payrolls, manufacturing, distributing, trades and services contributed to a busy year of industrial growth for Dallas.

In people: The City of Dallas now has more than 565,000 population, with a total of 610,000 people in the city plus University Park, Highland Park, Fruitdale and Cockrell Hill. In Dallas County are probably more than 750,000 people. These are significant figures in comparison with the 1950 Census data of 434,426 and 475,000 and 614,799 respectively.

Manufacturing employment: In the Dallas Metropolitan Area, manufacturers employed an all-time high level of 78,315 workers (October 1, 1954) to represent an increase of 1,710 factory workers employed since October 1, 1953. This increase in factory employment, although modest, came at a time when the nation's factory employment as a whole was declining by some 1,-500,000 workers, and Texas' manufacturing employment was decreasing by 8,300 workers.

Payrolls: At an all-time high, payrolls have remained above a billion dollars for the third straight year. Currently, the annual payroll for all industry is estimated at \$1,115,434,080, an increase of more than \$40,729,640, or 3.8% over the estimated 1953 payroll.

Average annual wages: Dallas workers increased their average annual wages from \$3,482 in 1953 to \$3,606 in 1954. The average annual wage of Dallas factory workers increased from \$3,780 to \$3,924 in the same period.

Factory payrolls: Forty-five per cent or \$17,741,000 of the total estimated payroll increase during the year is

attributable to manufacturing gains. The manufacturing industries of the area increased annual payrolls from \$289,566,000 in September, 1953, to \$307,308,000 in September, 1954. It is significant that the Dallas Metropolitan Area now derives more than 27% of its payroll dollars from manufacturing to approximate the national average.

New factories: Ninety manufacturing firms started operations in metropolitan Dallas in 1954 in these widely diversified industry groups:

Machinery (Except Electrical)	10
Printing and Publishing	8
Chemical and Allied Products	13
Fabricated Metal Products	11
Apparel and Other Finished	
Fabric Products	12
Food and Kindred Products	10
Lumber and Wood Products	
(Except Furniture)	2
Paper and Allied Products	1
Professional and Scientific Goods	2
Furniture and Fixtures	7
Stone, Clay and Glass Products	3
Transportation Equipment	1
Miscellaneous	10
Total	90

Value added by manufacture: The 1,651 manufacturing plants in Dallas County are now creating a "Value Added by Manufacture" at an estimated annual rate of \$710,462,000. This is an increase of \$43,543,000 over the 1953 estimated rate. The percentage increase is 6.5%. The increase over the 1947 U. S. Census of Manufactures level is \$471,467,000, or 197%.

Below is a table setting out the value added by manufacture in Dallas County by industry group, comparing the year 1947, date of last actual census figures, with September, 1954, when manufacturing employment was at an all-time high:

Industry	1947 Actual	Sept. 1954 Annual Rate Estimated	Gain or Loss 1947-1954
Total	\$238,995,000	\$710,462,000	\$471,467,000
Food and Kindred Products	60,341,000	125,940,000	65,599,000
Textile Mill Products	5,679,000	5,133,000	— 546,000
Apparel and Related Products	30,076,000	32,589,000	2,513,000
Lumber and Wood Products	3,465,000	4,644,000	1,179,000
Furniture and Fixtures	7,664,000	18,357,000	10,693,000
Paper and Allied Products	7,960,000	12,908,000	4,948,000
Printing and Publishing	19,423,000	38,557,000	19,134,000
Chemicals and Allied Products	22,766,000	65,110,000	42,344,000
Petroleum and Coal Products	2,661,000	15,877,000	13,216,000
Stone, Clay and Glass Products	5,777,000	10,034,000	4,257,000
Fabricated Metal Products	18,323,000	27,562,000	9,239,000
Machinery (except electric)	15,987,000	43,503,000	27,516,000
Electrical Machinery	6,741,000	53,866,000	47,125,000
Transportation Equipment	24,312,000 ¹	235,168,000	210,856,000
Professional Goods	663,000	3,850,000	3,187,000
Miscellaneous Manufactures	4,639,000	7,381,000	2,742,000
All Other (which includes the following industry groups: Leather Products, Rubber Products, and Primary Metals)	2,518,000	9,983,000	7,465,000

¹ 1947 U. S. Census of Manufactures did not break out "value added by manufacture" for the Transportation Equipment Industry for Dallas County. This is an estimate based on value added per employee in other areas where this industry was shown separately and where the type of firms in the area approximated those in Dallas in 1947.





Other new firms: Some 966 new non-manufacturing businesses were reported in the following industry groups:

Wholesale Trade	197
Sales Branches and Sales Offices of Manufacturing and Mining Companies	95
Merchant Wholesalers and Distributors	73
Agents and Brokers	29
Retail Trade	352
Transportation, Communications and Other Public Utilities	22
Finance, Insurance and Real Estate . . .	98
Business, Personal and Professional Services	246
Contract Construction	35
Mining (Including Oil and Gas Producers)	16

Wholesale Distribution: As shown above, 197 new wholesale outlets were established in the area during the year. The 95 new sales branches and sales offices give further support to the position of Dallas as the leading wholesale trade center in the Southwest.

An analysis of the markets served by these 95 national concerns reinforces the traditional concept of the Dallas Southwest, an integrated regional market with an estimated population of 19,602,400 and a net effective buying income in 1953 of \$24,984,909,000. (*Sales Management* estimates.) A breakdown shows the territory of the Dallas Southwest and the percentage of the 95 firms that will serve each area: North Texas, 100%; all of Texas, 78%; Oklahoma, 64%; Louisiana, 58%; Arkansas, 49%; New Mexico, 29%; Mississippi, 21%; Tennessee, 20%. In addition, these states were served from Dallas: Alabama, 14%; Kansas, 12%; Colorado, 12%; Arizona, 12%. Several companies served Missouri and other states.

Construction: To provide working and living space for the additional workers in Dallas County, for population gains, and to meet the need for new schools, churches, hospitals, recreational facilities and other public buildings, building construction contracts totaling \$172,486,000 (F. W. Dodge estimates) were awarded in the Dallas Metropolitan Area. Seventy-two per cent, or \$123,381,000, of the awards went into residential construction; while 28 per cent, or \$49,105,000 went into non-residential building.

In addition, contracts totaling \$18,790,000 were awarded for roads, streets, water and sewer lines and other types of non-building construction. All types of construction awards — building and non-building — in the Dallas Metropolitan Area totaled \$191,276,000 during the year.

CONVENTIONS COMING UP

C LIMBING on the "Ten-League Boots" of additional hotel facilities and the forthcoming commodious downtown auditorium, hospitable Dallas is headed for inclusion in the top 12 convention cities of America.

With the completion of the Hilton Hotel late in 1955, Dallas can then make a firm commitment to a convention of 3,500 rooms, plus approximately 500 from the big battery of motels. The Dallas Memorial Auditorium, only three or four blocks from the leading hotels and scheduled for completion during 1956, can seat 10,000 and also offer exhibit space of some 80,000 square feet.

In addition to working for 1955 conventions, much of the effort of the Convention Department of the Chamber of Commerce the past year has been devoted to booking conventions as far ahead as 1960. More than 40 national conventions alone have so far been scheduled here for 1956, 1957, and 1958. Among those of 1,000 and more for 1956 are: American Society of Civil Engineers, 1,300; American Chemical Society, 4,500; National Association of Dry Cleaning, 3,000; American Psychiatric Association, 4,000; American Institute of Banking, 1,500; National Hairdressers and Cosmetologists, 2,500; Veterans of Foreign Wars, 12,000; American Bar Association, 5,500; National Retail Farm Equipment Association, 2,000, and the Independent Petroleum Association of America, 1,000.

Among the larger national conclaves for 1957 are: National Association of Life Underwriters, 2,000; American Osteopathic Association, 2,500; Mortgage Bankers Association of America, 2,000 and the A.I.M.M.E., Petroleum Division, 2,500.

Within the last month, two of the nation's foremost conventions, each 10,000 or more, have selected Dallas for 1958: Kiwanis International and the American Dental Association.

1954 Conventions: Highest in the city's history, 300,750 visitors were welcomed at 1,848 conventions, sales conventions and cooperative marketing periods in Dallas in 1954. It is estimated these left \$13,533,750, using the ultra-conservative figure of \$15 per day per delegate and allowing three days to a convention.

Thirty-three of the 1954 conventions were national or international in scope.

One notable addition to Dallas convention facilities in 1954 was the completion of the Woman's Building at State Fair Park, with 50,000 square feet of floor space and air-conditioned. Not included in the total for conventions shown above was the heavy percentage of out-of-town visitors at the State Fair of Texas, which had a record attendance of 2,506,463, nor out-of-town attendance at the Metropolitan Opera, State Fair Musicals, football games and like attractions.

Badge wearers will be very much in evidence again in 1955. A list of forthcoming conventions and events is mimeographed each January and July by the Convention Department and is available to all Chamber members who desire to be placed on the mailing list.

WHEN you get 300 salesmen in town and give them only five days to sell 5,000 prospects, you have a busy season.

Dallas has not one busy season like this — but four, every year.

It all started on a typically hot evening in August, 1920, when the Dallas Wholesale Merchants Association presented the first "Dallas Style Show" to a capacity audience in the old Dallas Opera House.

This "parent show" boasted eleven exhibitors — five wholesalers of women's dresses; five millinery manufacturers and one shoe distributor. This initial showing was advertised with three mailing pieces with a total circulation of 15,000 copies.

The late W. J. Kinsella, of the Kinsella Hat Company, was president of the organization and M. J. Norrell, now executive vice president of the Inter-racial Committee of the Chamber of Commerce, was secretary-manager.

Thus was launched a program that was to expand and evolve, until August, 1949, when the American Fashion Association became affiliated with the Market Division of the Chamber of Commerce.

Since then 21 markets under the sponsorship of the Chamber have been held in downtown hotels for the convenience of both exhibitors and buyers.

Each market draws an average of 5,000 buyers from 17 states. The bulk of this phenomenal traffic comes from the states of Texas, Arkansas, Oklahoma, Louisiana, New Mexico and Mississippi. Buyers in increasing numbers are coming from the states of Colorado, Kansas and Missouri.

Two Breakfast Fashion Clinics are held each market under the direction of Mrs. Evelyn Lambert and her associates.

Seven hundred and fifty buyers are guests of the Association at breakfast on Tuesday and Wednesday morning of each market. A total of 1,500 merchants and buyers see the latest trends in fashions for the coming season at the style shows presented at the Breakfast Clinics.

Four markets are scheduled for 1955:

January 23-28 — Midsummer Market

May 22-27 — Fall and "Back to School" Market

August 21-26 — Midwinter and Holiday Market

October 23-28 — Early Spring and Resort Market

With 5,000 buyers and 300 salesmen coming to Dallas four times a year, the value of Market Week to Dallas is readily apparent. It is equivalent to a convention with more than 20,000 delegates.

BUSY MARKET SEASONS

FASHIONS from Dallas kept national fashion experts busy in 1954. Proof of the national recognition of Dallas as a leading fashion market was given last March when all major newspaper syndicates and individual newspapers throughout the United States and Canada sent their fashion editors to cover the Dallas Fashion Center's National Press Week.

Summer collections of 23 local manufacturers of women's and children's apparel were given on the spot coverage by the fashion press and pictures of the clothes that bear Dallas labels were used with their stories in papers from coast to coast.

During the month of March the Apparel Division of the Chamber of Commerce received clippings of editorial coverage on the Dallas garment industry equivalent to 96 full-size newspaper pages. Publicity received during the current year has shown a 50% increase over previous records.

The prominent part Dallas has played in the rapid rise of the garment industry in the Southwest was told in a front page story of the *Wall Street Journal*. Most of the major fashion magazines have reported on Dallas fashions through the Center and pictures of clothes made in Dallas have been used editorially throughout the year.

Resident Press Shows were held prior to the trend-setting May and October markets and Dallas fashions were prominently featured in the local papers during market weeks.

Dallas-designed clothes were selected for the official wardrobe of this year's Miss America and the Maid of Cotton. They were worn on tours throughout the United States and South America and given wide-spread publicity.

The eyes of Texas were upon the Dallas Fashion Center's Blue Ribbon Winners during the State Fair in October when more than 25,000 people viewed the daily fashion shows given in the new women's building. Judging of Texas manufactured apparel was done on the basis of originality of design, wearability and value. Dallas fashions were pre-dominant among the winners.

Garments from the Dallas market have been featured on local and national television shows and a story on the fashion industry is being filmed at the present time for release early next year on television.

In addition to its promotional activities, the Center has informed its members on government regulations and matters of general interest to their industry. It has also served as a source of information for the many inquiries regarding Dallas' fashion industry.

A major portion of the Center's 1954 budget was allocated for advertising in trade publications to stimulate buyer interest in the Dallas Market.





Other new firms: Some 966 new non-manufacturing businesses were reported in the following industry groups:

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CLIMBING on the "Ten-League Boots" of additional hotel facilities and the forthcoming commodious downtown auditorium, hospitable Dallas is headed for inclusion in the top 12 convention cities of America.

With the completion of the Hilton Hotel late in 1955, Dallas can then make a firm commitment to a convention of 3,500 rooms, plus approximately 500 from the big battery of motels. The Dallas Memorial Auditorium, only three or four blocks from the leading hotels and scheduled for completion during 1956, can seat 10,000 and also offer exhibit space of some 80,000 square feet.

In addition to working for 1955 conventions, much of the effort of the Convention Department of the Chamber of Commerce the past year has been devoted to booking conventions as far ahead as 1960. More than 40 national conventions alone have so far been scheduled here for 1956, 1957, and 1958. Among those of 1,000 and more for 1956 are: American Society of Civil Engineers, 1,300; American Chemical Society, 4,500; National Association of Dry Cleaning, 3,000; American Psychiatric Association, 4,000; American Institute of Banking, 1,500; National Hairdressers and Cosmetologists, 2,500; Veterans of Foreign Wars, 12,000; American Bar Association, 5,500; National Retail Farm Equipment Association, 2,000, and the Independent Petroleum Association of America, 1,000.

Among the larger national conclaves for 1957 are: National Association of Life Underwriters, 2,000; American Osteopathic Association, 2,500; Mortgage Bankers Association of America, 2,000 and the A.I.M.M.E., Petroleum Division, 2,500.

Within the last month, two of the nation's foremost conventions, each 10,000 or more, have selected Dallas for 1958: Kiwanis International and the American Dental Association.

1954 Conventions: Highest in the city's history, 300,750 visitors were welcomed at 1,848 conventions, sales conventions and cooperative marketing periods in Dallas in 1954. It is estimated these left \$13,533,750, using the ultra-conservative figure of \$15 per day per delegate and allowing three days to a convention.

Thirty-three of the 1954 conventions were national or international in scope.

One notable addition to Dallas convention facilities in 1954 was the completion of the Woman's Building at State Fair Park, with 50,000 square feet of floor space and air-conditioned. Not included in the total for conventions shown above was the heavy percentage of out-of-town visitors at the State Fair of Texas, which had a record attendance of 2,506,463, nor out-of-town attendance at the Metropolitan Opera, State Fair Musicals, football games and like attractions.

Badge wearers will be very much in evidence again in 1955. A list of forthcoming conventions and events is mimeographed each January and July by the Convention Department and is available to all Chamber members who desire to be placed on the mailing list.

WHEN you get 300 salesmen in town and give them only five days to sell 5,000 prospects, you have a busy season.

Dallas has not one busy season like this — but four, every year.

It all started on a typically hot evening in August, 1920, when the Dallas Wholesale Merchants Association presented the first "Dallas Style Show" to a capacity audience in the old Dallas Opera House.

This "parent show" boasted eleven exhibitors — five wholesalers of women's dresses; five millinery manufacturers and one shoe distributor. This initial showing was advertised with three mailing pieces with a total circulation of 15,000 copies.

The late W. J. Kinsella, of the Kinsella Hat Company, was president of the organization and M. J. Norrell, now executive vice president of the Inter-racial Committee of the Chamber of Commerce, was secretary-manager.

Thus was launched a program that was to expand and evolve, until August, 1949, when the American Fashion Association became affiliated with the Market Division of the Chamber of Commerce.

Since then 21 markets under the sponsorship of the Chamber have been held in downtown hotels for the convenience of both exhibitors and buyers.

Each market draws an average of 5,000 buyers from 17 states. The bulk of this phenomenal traffic comes from the states of Texas, Arkansas, Oklahoma, Louisiana, New Mexico and Mississippi. Buyers in increasing numbers are coming from the states of Colorado, Kansas and Missouri.

Two Breakfast Fashion Clinics are held each market under the direction of Mrs. Evelyn Lambert and her associates.

Seven hundred and fifty buyers are guests of the Association at breakfast on Tuesday and Wednesday morning of each market. A total of 1,500 merchants and buyers see the latest trends in fashions for the coming season at the style shows presented at the Breakfast Clinics.

Four markets are scheduled for 1955:

January 23-28 — Midsummer Market

May 22-27 — Fall and "Back to School" Market

August 21-26 — Midwinter and Holiday Market

October 23-28 — Early Spring and Resort Market

With 5,000 buyers and 300 salesmen coming to Dallas four times a year, the value of Market Week to Dallas is readily apparent. It is equivalent to a convention with more than 20,000 delegates.

BUSY MARKET SEASONS



FASHIONS from Dallas kept national fashion experts busy in 1954. Proof of the national recognition of Dallas as a leading fashion market was given last March when all major newspaper syndicates and individual newspapers throughout the United States and Canada sent their fashion editors to cover the Dallas Fashion Center's National Press Week.

Summer collections of 23 local manufacturers of women's and children's apparel were given on the spot coverage by the fashion press and pictures of the clothes that bear Dallas labels were used with their stories in papers from coast to coast.

During the month of March the Apparel Division of the Chamber of Commerce received clippings of editorial coverage on the Dallas garment industry equivalent to 96 full-size newspaper pages. Publicity received during the current year has shown a 50% increase over previous records.

The prominent part Dallas has played in the rapid rise of the garment industry in the Southwest was told in a front page story of the *Wall Street Journal*. Most of the major fashion magazines have reported on Dallas fashions through the Center and pictures of clothes made in Dallas have been used editorially throughout the year.

Resident Press Shows were held prior to the trend-setting May and October markets and Dallas fashions were prominently featured in the local papers during market weeks.

Dallas-designed clothes were selected for the official wardrobe of this year's Miss America and the Maid of Cotton. They were worn on tours throughout the United States and South America and given wide-spread publicity.

The eyes of Texas were upon the Dallas Fashion Center's Blue Ribbon Winners during the State Fair in October when more than 25,000 people viewed the daily fashion shows given in the new women's building. Judging of Texas manufactured apparel was done on the basis of originality of design, wearability and value. Dallas fashions were predominant among the winners.

Garments from the Dallas market have been featured on local and national television shows and a story on the fashion industry is being filmed at the present time for release early next year on television.

In addition to its promotional activities, the Center has informed its members on government regulations and matters of general interest to their industry. It has also served as a source of information for the many inquiries regarding Dallas' fashion industry.

A major portion of the Center's 1954 budget was allocated for advertising in trade publications to stimulate buyer interest in the Dallas Market.



FOR YOUR INFORMATION

THE busy year of 1954 has definitely not been kept a secret.

Recorded in 12 glamorous issues of the DALLAS magazine, the story of Dallas progress for this year is spread over almost a thousand pages of the Chamber of Commerce publication. Replete with photographs and color, it was sent out to the membership and industrial prospects in almost a hundred thousand copies to be read by several million key men and women in the course of the past year.

DALLAS not only provides a continuing advertising and publicity campaign for this city's industrial development, but it also gives every member of the Chamber and most of our qualified industrial prospects the graphic story of "what" Dallas is doing and it tells the all-important "why." Almost every citizen of Dallas is a civic salesman, and DALLAS magazine provides an impressive and factual sales tool for these salesmen.

It is no exaggeration to say that officers, committee chairmen, committeemen and the general membership of the Chamber are month in and month out, the best informed in the nation, because they read DALLAS magazine and have been doing so as a matter of habit for 33 years. The pages of DALLAS are definitely factual, but the statistical story of progress reads like an illustrated best-seller. DALLAS not only carries stories and pictures on new plants, new developments and new industries; it also carries the picture story of what Dallas leadership is doing to build this great city. It records advancements and promotions. It points out the potential leaders of tomorrow and flashes back to the pioneer leaders and events of yesterday that underlie the foundations of the almost unbelievable skyward and outward growth of Metropolitan Dallas.

DALLAS magazine breaks down the component factors of Dallas' progress and presents them every month as they happen. In effect, DALLAS magazine takes our membership out on Dallas construction projects, into our plants and factories, into the offices of our banks and insurance companies, into the meetings of the key committees of the Chamber and even to Washington and other cities where Dallas leaders go to advance the cause of Dallas and protect its interests.

The January issue of DALLAS, 1954, told the story of Dallas' new electronics industry — how Dallas is making minute transistors and million-watt transmitters; how Dallas is leading in research and new production methods for one of the nation's newest industries.

February's DALLAS presented a group of 37 major construction projects aggregating \$185,000,000 — office

buildings, schools, shopping centers, warehouses, factories, hospitals. It gave life and color and impact to these projects and figures. A schoolboy could understand their significance and meaning.

The March DALLAS put this city out in front in a national campaign to step up advertising and selling. It presented a background of basic economic facts and figures on the nation and the Southwest. It described a film, "The Future of America," since shown to more than 2,500 key people in Dallas.

The April issue presented the 1954 picture of Dallas finance and insurance. It featured the announcement of the new 40-story Southland Life Center. Dallas Grand Opera had its usual glamorous presentation in this issue, followed in May by the State Fair Musicals to give Dallas the running story of cultural expansion which helps to make Dallas an even better place to live and do business.

In June DALLAS presented its annual oil issue, pointing up the position of this city as one of the world's great centers of petroleum exploration and research, and the graphic story of another multi-million dollar payroll at its back door in its coverage of the dedication of the new General Motors Assembly Plant at Arlington.

In July DALLAS presented the story of our new water resources with pictures of three great dams: Grapevine, Lavon and Garza-Little Elm. It told how Dallas had turned another problem into a major asset of new recreational facilities, new industrial advantages for the Dallas area and water plans for the future.

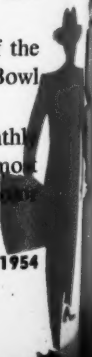
Dallas' expanding motor transport advantages and its growth as a major modern transportation supply center were featured in August, along with sketches and plans for Dallas' new air terminal at Love Field. September brought out the glamorous annual State Fair issue on the largest annual exposition in the nation. Here also was the story of Dallas' "Parade of Presidents" before the Civil Aeronautics Board at Washington to battle air monopoly, "the most impressive case ever presented to the C.A.B."

In October DALLAS presented the story of the city's distribution growth and advantages, backed up by actual names of new firms and photographs showing how and why Dallas was acquiring more leadership in this field; modern methods of material handling in Dallas warehouses; the background of Dallas as one of the nation's leading centers of private flying; a section on the Dallas Symphony and Theater '54.

November featured the opening of the new Republic Bank Building, the tallest building in the South, and plans and sketches of Dallas' newest convention asset, the \$6,000,000 Dallas Memorial Auditorium, the announcement of the new Dallas Federal Savings & Loan Building and other features.

The December issue presents the Annual Report of the Chamber and special stories on the 1955 Cotton Bowl Classic.

DALLAS magazine provides a self-supporting monthly vehicle for the dynamic Dallas story that utilizes the most modern ideas in typography, art, layout, photography, and editorial content.



A BUSY year for the Dallas Chamber of Commerce has its roots in a busy membership — Dallas citizens who are willing to donate valuable time, knowledge, contacts and money to the needs of their city.

No group of men better illustrate their willingness to produce for Dallas than members of the 1954 Membership Committee.

For the second straight year, membership activity of the Chamber set a new annual record: 1,400 membership units by December 1, with still a month to go before the final tally.

Who did the job?

A total of 117 Chamber members participated in the Lasso Club, the permanent membership committee. In the annual One-Day Drive on May 26, an additional 150 workers volunteered. Melvin T. Munn served as chairman.

Five committeemen were outstanding. John J. Hospers, Jim McBride and Vincent Rohloff earned Life Memberships by signing up 100 new members during the year. A. J. (Jack) Kutner, Jr., and John S. Smith received Double Life Memberships by signing up their second 100 new members in 1954. These men bring the number of Life Members to eight, including Louis Charninsky, A. P. (Pop) Harrison and James H. Randolph.

Although the Membership Committee achieved approximately 30% more results than the 1953 committee, the sponsoring of new members was more difficult. To accomplish its objective, the committee made approximately 10,000 personal and telephone contacts, visiting approximately 4,000 firms and individuals. At the end of 1954, membership was at an all-time high, with 6,230 representatives, as compared to 5,533 for the same date last year. Thus the Chamber had a net gain of 734 members.

As an aid to the acquisition program, the Membership Department distributed 8,500 copies of the booklet, "Your Dallas Chamber of Commerce — what it is, what it does, what it means." Some 5,500 copies were distributed to members, and the other 3,000 to prospects and used for promotional purposes at group meetings and similar functions. Representatives of the Membership Committee, primarily the chairman and vice chairmen, talked before 22 service clubs and other organizations, promoting membership in the Dallas Chamber. On 12 of these occasions, the Chamber movie "Hitch Your Wagon" was shown.

In 1954 the Membership Department also continued its program of obtaining proportionate support from all of its present members. Primary impetus was given this by a Revaluation Committee under the chairmanship of Director John Stemmons. This committee, composed of 14 divisions, each headed by a member of the Board of Directors, reviewed the membership files and suggested increases for some 700 firms. By the end of the year, reports had been received from approximately 450 of these firms, of which 373 agreed to increase their support. A final report has not been received on the remaining 250 firms. This increased support from 373 firms, plus increases from 1,050 last year, brings the number of present members equitably supporting the Chamber to approximately 65%.

THE CHAMBER'S SUPPORT



THE Chamber's business office, through which all activities must at some time pass, has had its work load greatly increased by the Chamber's busy year. In spite of these increased duties, the office is operating with one person less on its staff than it had prior to May, 1952.

Successful revaluation campaigns of the past two years have removed most of the pressure on the Chamber's budget. However, as in the last three years, collection of dues has continued as the number one problem.

In order that the Chamber's only source of income, dues, may be fairly allocated, a budget is prepared at the end of each year for the following year. This necessitates a detailed study of current operations and to project them into the following 12 months. This budget is approved by the Finance Committee and the Board of Directors. Income for 1954 will be considerably larger than in 1953 due to the revaluation campaigns and membership gains.

Monthly financial reports reflect accurately the detailed operations of the Chamber so that the officers, directors and members of the Finance Committee can tell at a glance what is happening at all times.

Special funds for certain specific purposes were raised during the year, the largest being for the entertainment of 75,000 4-H Club and Future Farmer boys and girls at the State Fair of Texas. Particulars regarding these funds were handled in the business office and reports furnished to the committees handling them.

The business office serves as the purchasing agency of the Chamber, handling the requirements for all departments. Supplies are procured only from Chamber members, when possible, and are pro-rated on the basis of dues subscriptions, with quality and price being taken into consideration.

Records pertaining to the debentures of Cosmopolitan Hotel Company of Dallas, Inc., cooperating with Statler-Dallas Company, Inc., were handled in this department and reports required by federal and state agencies concerned were submitted. Details are now being handled to make the transfer from the Statler to the Hilton interests.

Increased activity in every department and by the various committees has kept the mailing and printing section busy. During the current year, this department handled 108,351 pieces of incoming mail and 553,769 pieces of outgoing mail requiring \$12,085.66 in postage. This does not take into account the mailing of DALLAS magazine which is handled by this department monthly as bulk and permit mailings. Printing of letters, letterheads and forms totalled 1,762,710 pieces.



BILLIONS FOR NEW HIGHWAYS



A BUSY year for the Highway Department — seeing progress on some projects that have been in the mill for 10 years—began early in 1954.

During January Central Highway Committee representatives joined a Kaufman County delegation in a hearing before the Highway Commission at Austin. The group requested that U.S. Highway 175 between Dallas and Kaufman be designated as an expressway or limited access highway.

The request was made with the understanding that the Highway Department would not be pressed for construction of an expressway facility until such time as the traffic count justified this type of construction. The designation was urged at this time so that Kaufman County could be furnished expressway right-of-way deeds for the purchase of right-of-way now, before land values increase beyond the county's ability to purchase. Following this hearing the Highway Commission ordered U.S. Highway 175 from Kaufman to Dallas designated as a freeway, and directed State Highway Engineer DeWitt C. Greer to deliver right-of-way deeds to Kaufman County officials, on their request, for any and all sections they may desire between the Dallas County line and the south city limits of Kaufman.

During February a representative from the Central Highway Committee joined a delegation from Bosque, Hill, Johnson, and McLennon Counties at a Highway Commission hearing requesting that a state highway be designated and constructed north and south along the west side of Lake Whitney.

This project would serve a two-fold benefit to the Dallas area: (1) It would provide a direct route to Lake Whitney for recreational purposes; (2) A highway along the west side of the lake would complete a connection for another route from Dallas to Austin and beyond, comparable in distance to the present route to Austin through Hillsboro, Waco, and Temple. The Lake Whitney route to Austin, by the way of Cleburne, Kopperl, Valley Mills, McGregor, and Belton, would have the advantage of a light traffic route.

At the March 19 meeting of the Highway Committee, C. A. Border, manager of the Area Development Department of the Tulsa Chamber of Commerce, who has spent considerable time studying the proposal for a toll road connecting Kansas City and Houston by the way of Tulsa, Denison and Dallas, discussed this subject with the Central Highway Committee for the purpose of giving the group the benefit of his studies of the project.

Mr. Border stated that the great gateway from the Southwest to the North is through Kansas City. He called attention to the fact that it is practically a straight line from Dallas through Tulsa and Kansas City to Minneapolis, St. Paul and Duluth, and that another leg leading off from near Tulsa through Joplin to St. Louis would give the Southwest another outlet to the Northeast. Mr. Border said that the people of Missouri believe that a turnpike is needed from both Kansas City and St. Louis through Oklahoma down into Texas and that the Missouri and Oklahoma people would like for the people here to support such a plan.

For the past 10 years or more the committee has been working with civic groups in the counties between Rockwall and Daingerfield in an effort to secure a designation for a Daingerfield to Rockwall Highway. Last year resolutions requesting the Highway Department to make such a designation were secured from each county along the route and presented to the Highway Commission. We are now able to report progress on this much needed project: a 5-mile section in Rains County, from Emory east is now under construction, and Rockwall Commissioners Court has recently approved this project, giving it number one priority for the county.

The 1955 and 1956 two-year consolidated Highway Construction Program for Dallas and Dallas County authorized by the Highway Commission during May of this year amounts to a total of \$13,904,500, earmarked as follows:

Central Expressway	\$ 870,000
(This will complete the construction of Central Expressway through the City of Dallas)	
U.S. 67 (East-West) Expressway....	4,850,000
State and Federal Aid Highways.....	8,184,500
Total	\$13,904,500

The above represents an increase of \$4,419,500 over the two-year construction program now in operation.

It is believed that the \$2,000,000 provided by the Certificate of Indebtedness Bill will provide the county with sufficient funds to purchase right-of-way for the present highway construction program, but the big problem now facing Dallas and Dallas County is where or how to secure finances for the purchase of right-of-way for the \$13,904,500 highway construction program authorized for 1955 and 1956.

SERVICE IN WASHINGTON

THE Washington office of the Chamber experienced another busy and eventful year in 1954, devoting its efforts to heterogeneous problems both on Capitol Hill and in the ramified agencies of the executive branch of the government. Unusually important matters affecting the civic and business interests of Dallas commanded the attention of this outpost in the nation's capital continuously throughout the year.

The principal duty of the Chamber's Washington office, of course, is to function as a service agency for Dallas business interests, in an effort to assist in the solution of many pressing problems which develop from the inter-relationship of Dallas' diversified activities with the operations of extensive federal bureaus and departments. The Washington representative of the Chamber endeavored to render a variety of services, such as obtaining and interpreting governmental regulations and reports of interest to Dallas, expediting the processing by governmental officials of applications of various kinds, and developing information as to procedures to be followed and trends to be anticipated.

Most important of all the activities which commanded the time and attention of the Washington office throughout the year was Dallas' persistent and energetic campaign to protect Love Field and to develop air service to Dallas commensurate with the city's needs and rapid growth. The Washington representative cooperated actively with the Aviation Department and Committee, as well as with engineering consultants and attorneys employed by the Chamber; and made appearances throughout the year before the Civil Aeronautics Board and otherwise sought to promote the interests of Dallas.

Highlight of the year was the trip to Washington made by 25 outstanding Dallas business leaders for the purpose of presenting before the Civil Aeronautics Board a forceful and impressive case for Dallas' aviation future. The Washington office of the Chamber coordinated the activities of the group while in Washington. On frequent other occasions throughout the year the Chamber's Washington representative sought to develop information on government aviation policies, and procured and evaluated statistics on

aviation service to Dallas and the Southwest. This critical problem will continue to demand a major portion of the time and effort of the Washington office in the months and years ahead.

An important campaign which was waged successfully during the year resulted in the establishment in Dallas of the Regional Headquarters of the Post Office Department to serve the Southwestern states. The Chamber's Washington representative worked closely with the Dallas Congressman and the Dallas Chamber's Post Office Committee to consummate the desired objective. The year also witnessed the unsuccessful culmination of the years of effort put forth by the Dallas-Fort Worth area to secure the Air Force Academy; and also unavailing were the strenuous efforts exerted to forestall the removal from Dallas of the branch office of the Veterans Administration.

On Capitol Hill the year was important primarily for two major developments, the tax revision measure and the appropriations bill affecting river and harbor and flood control improvement. The tax bill, which constituted the first major overhaul of the revenue code to be undertaken in many years, contained many provisions affecting the business interests of Dallas; and the Chamber's Washington office sought to supply detailed information on many points in the law and to interpret its principal provisions. The depletion issue, so vital to the economy of Dallas and the Southwest, successfully resisted political efforts to reduce the allowances for petroleum, though the prospects are, of course, that this danger will continue to recur in the future.

The appropriations bill providing river and harbor and flood control funds is of paramount importance each year to the comprehensive Trinity River program, and once again the 1954 bill allocated substantial sums to carry the program forward. With Benbrook, Grapevine, and Lavon reservoirs already in effective operation, Garza-Little Elm was allotted \$3,000,000 to bring it close to completion, while the important Dallas Floodway project received \$1,300,000 to continue flood protection works in that highly industrialized area. Furthermore, the comprehensive Trinity program moved forward along a broad front from Dallas southward to the mouth of the river at Trinity Bay, with an omnibus authorization bill, the first enacted by Congress in four years, authorizing construction of a new reservoir near Corsicana.

Day-by-day activities of the Chamber's Washington office included arranging appointments for Dallas businessmen with government officials, providing secretarial services and office facilities, obtaining copies of government documents, appearing before Congressional Committees and other government bodies, preparing reports for Dallas civic and business leaders, and so on. Many personal services were likewise rendered, such as arranging travel reservations and obtaining hotel accommodations, and providing typical Dallas hospitality to Texas visitors to Washington. Reports on political and economic developments and trends continued to be made each month in the columns of DALLAS.



DALLAS' FUTURE RAPIDLY DEVELOPING

DALLAS continues to enjoy a sound and well balanced growth and expansion in all the many phases that make a well-rounded city—as a center of finance and insurance, retailing, wholesaling, manufacturing, religion, education, culture, medicine, recreation and entertainment —truly a city of opportunity and an ideal place to live and work.

Each year this expansion and development is greater than the past year which is a positive indication that we are planning and building with foresight and intelligence.

It is a perfect example of the great "Dallas Spirit," that intangible thing that inspires our citizenry to take a personal pride in their city and to give freely of their time, abilities and money to continue its improvement.

The keen competition between the many various kinds of business and industry in Dallas is a healthy and well known fact. Consequently it is amazing to other cities that when something must be done for the general welfare of Dallas, personal affairs are forgotten and the business men of Dallas line up shoulder to shoulder "to get the job done."

That is what has made the "Big D" of today and is what will continue to make "Big D" bigger and better.

In my long tenure as manager, one of the things that has greatly impressed me is how every few years a new phase of business or industry develops in our city, which shows that we are keeping pace with progress and the constantly changing times.

For example, abetted by the war, Dallas suddenly developed a great aviation industry which has since continued to flourish.

Now within the last two years Dallas has developed into one of the major radar, rateonics and electronics manufacturing centers in the United States. This indeed should be of great benefit to us as it is the most rapidly expanding of all industry.

But growth and improvement is a never ending job. We must continue to go forward.

Progress begets new and bigger problems and consequently greater plans must be made for the future.

Your Chamber is in position to meet these problems that rapidly develop and make plans for the future, for only from wise planning comes sound constructive accomplishment.

Each year this report gives me the opportunity to express deep appreciation to all our members for their generous support and their enthusiastic cooperation, without which our accomplishments would not amount to much.

It is truly an inspiration and pleasure to work with the fine, capable and farsighted leaders whom you elect to the Board of Directors.

I also want to recognize the experienced, capable and loyal members of the Chamber staff who conscientiously and enthusiastically endeavor to carry out the intelligent and creative policies of your officers, directors and committees.

We, on the staff of the Chamber, realize fully our responsibilities and will do our utmost to fulfill them in such a manner that we can continue to merit your confidence and support.

J. Ben Critz

Thank you!...

To all of you who helped make our dedication ceremonies and the opening of our new building such a heart-warming success . . . our deepest gratitude. To the thousands of Dallaskites and to the multitude of out-of-town friends from all over the world who visited our beautiful new home, our sincere appreciation.

To all our friends, old and new, who have made it possible for the Republic National Bank to grow and prosper, we reaffirm our determination to continue to merit your friendship and confidence. We want you to come to see us again — and often.

For ourselves, we re-dedicate our efforts to the very highest standards of banking, with a firm resolution to fulfill the intent expressed in the dedication plaque mounted at the bank entrance:

"This building is dedicated to the principle that no institution can long endure unless it serves faithfully and unselfishly its country, its state and its community."

Karl H. Hutzelle *Frederick H. Glauert*
CHAIRMAN OF THE BOARD PRESIDENT

REPUBLIC NATIONAL BANK of Dallas

CAPITAL FUNDS OVER \$60,000,000 ☆ LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

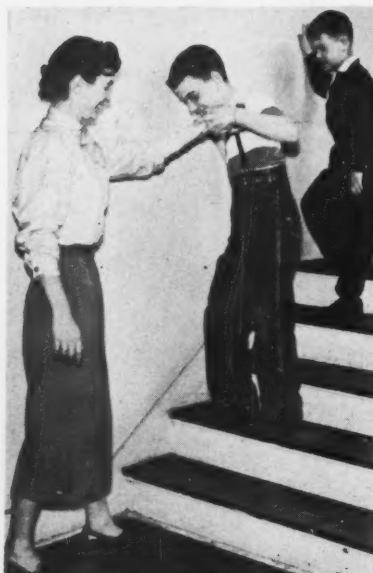


Special Dallas Schools Help Retarded Children

EXTENDING a helping hand to the mentally retarded child groping in a world apart is the mission of Children, Incorporated, state-chartered, non-profit organization which conducts special school classes in Oak Cliff for members of the luckless legion of "unfinished" boys and girls.

Children, Incorporated, Room 318, Oak Cliff Chamber of Commerce Building,

LEARNING TO WALK up and down stairs unaided represents a major accomplishment for some of the pupils of Children, Incorporated.



currently provides therapy, guidance, training and instruction for 32 "children who never grow up" in classrooms in the basement of the Cliff Temple Baptist Church. Its work parallels that of the Children's Development Center, 3966 McKinney, which has an enrollment of 48 youngsters ineligible for special public school classes. Both organizations are affiliated with the Dallas Council for Retarded Children and the National Association for Retarded Children.

Only in recent years has mental retardation been placed in proper perspective as the last of the great problems in child health to be faced. Much has been written since the problem was brought out into the open and recognized for what it is: a tragic affliction which hits about three out of every 100 babies born to rich and poor alike, to doctors, businessmen and educators of high intelligence quotients as well as to parents of lesser mentality. And one of the better summations was presented in *Life* magazine.

"Four million Americans, a million of them children, have minds which stopped growing before the age of 11," *Life* reported. "Some have brains which were physically crippled by fever, disease or injury before or after birth. In others the cause is not known; only a small fraction of the cases, however, are hereditary. Although three-quarters of the mentally retarded could be trained to take a small



RECOGNITION plays an important part in special classes conducted for mentally retarded youngsters by Children, Incorporated.

but rewarding place in society, most of them vegetate idly at home, hidden away like a guilty secret by their ashamed families. Or else they spend their lives unproductively in impersonal institutions, sometimes even in insane asylums.

"Now, at last, a nationwide effort is being made to help them. Banded together in the National Association for Retarded Children, parents have set up clinics and organized sheltered workshops where their children can learn simple skills to make them self-sufficient. They have prodded states into providing special school classes. More important still is the fact that parents are overcoming their need-less shame at having a retarded child. The new freedom to speak frankly about their unfortunate children is producing a climate encouraging to research, which now is almost non-existent."

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TURNING WORDS into realities is another important phase in the progress of children attending the state-chartered, non-profit organization.

And there is considerable hope in the fact that some experts estimate that as many as four-fifths of the nation's mentally retarded children can become self-supporting adults capable of managing their own affairs under good conditions. The U. S. Office of Vocational Rehabilitation reports that persons with low I.Q.'s have been placed successfully in 69 types of occupations. With varying degrees of supervision, they can become competent, productive workers.

The story of Children, Incorporated, illustrates what can be done by way of a beginning. Born less than two years ago in the hearts of a few Oak Cliff residents, the organization began by bringing about a dozen boys and girls out of the seclusion of their homes to attend special classes. Progress has been made; when the new school term started last September, 30 lively small ones greeted three smiling teachers on opening day.

The objective of the organization remains a simple one: to make these mentally retarded youngsters as self reliant as possible within their individual ability



MUSIC AND GROUP SINGING provide a pleasant daily interlude for youngsters attending classes of Children, Incorporated. Classes are held in the Junior Department rooms of the Cliff Temple Baptist Church.

limitations. In some cases this may mean nothing more than training in self help. Others may be more fortunate, may prove to have the intelligence quotient of 50 required for admission to the special public school classes conducted for handicapped children.

But the beginning is just that—only a beginning. It is estimated that there are approximately 2,500 mentally retarded children in Dallas, including more than 250 in Oak Cliff. Children, Incorporated, has a long waiting list, plans hopefully toward the day when it can have its own building and expand its program to include vocational and workshop training facilities.

Meanwhile, grateful parents who have

received unexpected assistance in coping with a staggering burden provides more than enough thanks to go around for the individuals, the service clubs, the women's clubs, the civic and business organizations and the others who have made contributions, financial and otherwise, to underwrite the program.

Those thanks were wrapped up one day not long ago in the words of a mother who had just been told that Children, Incorporated, had a class vacancy and would be able to accept her small son: "You go to doctor after doctor and they say there isn't anything they can do. Then we suddenly have this school and—oh!—the relief in not being turned away!"

HEAVY HAULING?



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Equipment Firm Opens New Headquarters

The Darr Equipment Company, distributors for the Caterpillar Tractor Company in 69 Northeast Texas counties, has opened new \$500,000 headquarters at the intersection of Highway 183 and Loop 12. The concrete, brick and glass structure contains 55,000 square feet of floor space and is situated on a 15 1/2-acre tract. In addition, there is a 60 x 100 foot utility building housing steam cleaning, paint shop, welding and track press departments. There are 13 working bays in the main shop.

New Sunoco Laboratory To Cost About \$400,000

Construction work began this month on Sun Oil Company's new production research and development laboratory, just northwest of the Richardson city limits and adjacent to North Central Expressway, north of Dallas.

The project, estimated to cost \$400,000 should be completed by July of 1955, said Tom F. Hill, Sun's southwest division assistant manager. Mr. Hill said Sun's facilities for oil research will be more than doubled.

The project will include a service building.

The single-story buildings will be situated on a 14 1/2-acre tract. The laboratory—to be built in an "E" shape—will have some 20,000 square feet of space. The service building, separate from the laboratory and rectangular in shape, will contain 10,000 square feet.

The new structures will take the place of the company's present laboratory on Zangs Boulevard in Oak Cliff.

James Stewart Company of Dallas is general contractor. Architects are Berry and Manning. J. R. Joiner is structural engineer and Blum and Guerrero mechanical engineers. Robert F. Miller will supervise construction for Sun.

\$300,000 Clinic Slated. A new Kirby Memorial Clinic building will be erected at Welborn and Maple at a cost of about \$300,000. It will have 11,000 square feet of floor space—enough for 16 doctors' suites, with off-street parking. Wyatt C. Hedrick is architect. Henry S. Miller Company is agent.

Pharmaceutical Firm Starts New Building

A new \$500,000 warehouse and office building for the Upjohn Corporation, pharmaceutical firm, has been placed under construction at 4114 Central Expressway.

Local Branch Managers M. A. Smith and W. M. Arthur said the new building would result in the sale of the present Upjohn home at 901 McKinney. Asking price is reported to be \$135,000.

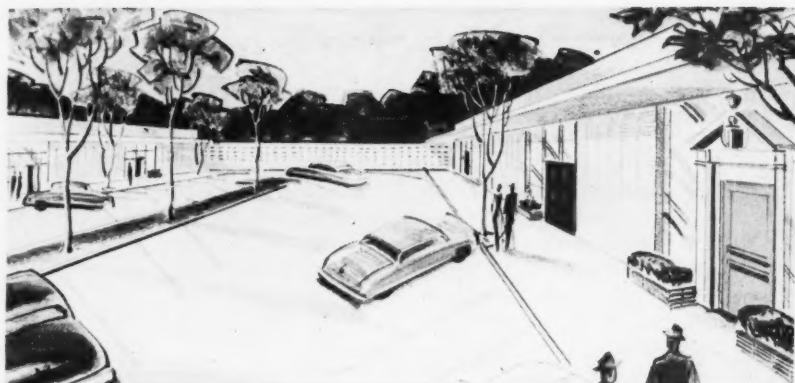
The new, completely air-conditioned structure will have about 31,000 square feet of floor space and a dining room for 400 employees. It will be equipped with truck docks and will serve as a main receiving point for storage and distribution in the state.

Site for the building, a 96,000-square-foot lot, is reported to have cost upwards of \$240,000.

Upjohn's home office is in Kalamazoo, Michigan.

Firm Changes Quarters. The Dallas Coffee & Tea Company, wholesale grocery concern, has moved from 1205 Camp to 1532 Slocum. The firm is 35 years old.

Wings Output Extended. Temco Aircraft Corporation has received a contract that will extend its production of Lockheed P2V Neptune wings well into 1956. Temco President Robert McCulloch termed the new commitment a multi-million-dollar contract. In addition to the P2V program, Temco currently is producing major assemblies for five top Air Force and Navy jet fighters and bombers.



Decorative Center for Trinity Area

A \$1,500,000 wholesale furniture and home furnishings mart is under construction in the Trinity Industrial Park by Trammell Crow. Completion of the mart, to be called the Decorative Center, is slated for April, 1955. The project will assemble in one location the merchandise of 40 or more of the nation's leading manufacturers and sales representatives of furniture, fabrics, home furniture and accessories, and lighting fixtures. Two buildings to be built immediately will have a total of 40,000 square feet of showroom space. Later additions will increase the display area to more than 100,000 square feet. A large landscaped court separating the two large one-story buildings is a feature of the project. The center was designed by Jacob E. Anderson, architect. General contractor is McFadden & Miller Construction Company, and the landscape contractor is Arthur Berger. The exclusive leasing agent for the entire development is Bill Campbell, Jr., of Moser Company, realtors.

Acquisition of Pioneer By Continental Approved

The Civil Aeronautics Board has approved the acquisition of Pioneer Air Lines by Continental Air Lines, Robert F. Six, Continental president, and Robert J. Smith, Pioneer's chief, have announced.

The C.A.B. found that consolidation of the two carriers would provide an improved and more economical service on a stronger air route pattern in the Southwest and Rocky Mountain area.

Mr. Six and Mr. Smith said the combination would provide a system serving some 50 cities over 5,176 route miles in Texas, Oklahoma, New Mexico, Colorado, Kansas and Missouri.

Under the agreement, Continental purchases Pioneer's routes and assets for cash and 65,000 shares of Continental stock. Continental will not acquire, however, the nine Martin 202 planes owned by Pioneer Aeronautical Services, a spin-off corporation from Pioneer Air Lines which has title to this equipment.

April 1, 1955, has been set as the date when the two systems will be operated as one. Mr. Six will head the combined operation as president. Personnel of both lines, totaling 1,327, will be retained, Mr. Six said.

Roof Garden Planned For New City Library

The new Dallas Public Library, scheduled for completion in June of 1955, will have a roof garden with special exhibit area and individual rooms for group meetings, Library Trustee Lewis F. Russell reported.

Mr. Russell, in a speech before the Friends of the Dallas Public Library, said the new and enlarged departments in the new structure would include art and music, business and economics, Texas and local history, a fashion wing, newspaper reading room, auditorium, and the roof garden area.

Library facilities are being housed temporarily at the Union Terminal while the new building is under construction at Commerce and Harwood.

★

Guiberson Expands. The Guiberson Corporation has announced completion and occupancy of a new rubber plant addition at 1000 Forest Avenue. The original building was remodeled and integrated with the new addition. An air-conditioned laboratory allows accurate checking of physical properties in the natural rubber and synthetic rubber compounds developed by Guiberson for oil field use, according to General Manager Alex P. Smith.

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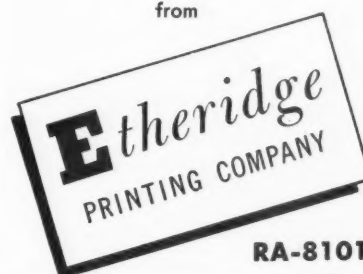
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Chamber Directors Elect December New Members

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Whitfield Transportation Company, Inc., 2120 Costa Mesa Dr.; A. D. Terrell.

Bovaird Supply Company, 1708 Life of America Building; E. M. Henson.

J. E. Tourtellotte, 3202 Manor Way.

Commercial Tooling Company, 2110 West Main, Grand Prairie; C. E. Dennis.

Norman E. Spray, C. P. A., 1311 National City Building.

Diamond Machine Company, Inc., 314 South Rock Island; M. A. Zito.

The National Life & Accident Insurance Company, mortgage loan division, 519 First National Bank Building; A. N. Abernathy.

Farmers & Bankers Life Insurance Company, 530 Gibraltar Life Building; Alan G. Clark.

Goodwin's Shoe Store, 1508 Main; W. Shaw Moore.

Young Set Magazine LaHoma Enterprises, 1710 Jackson; Barney M. Clemons.

Wilfred B. Kirk, Texas Bank & Trust Company, Main at Lamar.

Batten, Barton, Durstine & Osborn, Inc., Mercantile Commerce Building; T. L. Hasbrouck, Sr.

Williams-Logue, 2000 Kidwell; Spain A. Logue.

Coffee Time Service, 1916-18 North Haskell; H. C. Rheder.

Trinity Health Center, 2803 Alabama; Mrs. Billie Neal.

Finishers Supply Company, 3209 Oakland; W. H. Egner.

Riss & Company, 1302 South Lamar; Rex E. Wright.

Hooper-Holmes Bureau, Inc., P. O. Box 6742, Medical Station; George D. Warfel and Maurice J. Hill.

Rafael Spanish School, 40½ Highland Park Shopping Village; Gregorio Delint.

L. E. Lenig Company, 530 Rio Grande Building; L. E. Lenig.

Consumer Finance Company, 305 North Akard; Jesse Jones.

Whilden Construction Company, 2457 Llewellyn; J. F. Whilden.

Cornelison & Pyle, 6131 Berkshire; Perry Pyle.

Security-Connecticut Companies, 2501 Cedar Springs; Walter J. Welden and Leon Embry.

Crotty Brothers, Inc., P. O. Box 11765; J. Lamar Jones, W. N. Brophy and Harry Glover.

Rockwell Manufacturing Company, 506 Mercantile Securities Building; E. D. Propps.

Fleet Drilling Company, 818 Wilson Building; John J. Fleet.

Quaker Rubber Company, 1327 Levee; Ed Uhls.

M & R Sales Company, 3013 Roanoke; R. B. Roorbach.

Nalley-Weatherby Air Conditioning Company, 2801 Live Oak; J. Robert Nalley, Jr.

O. D. Alsabrook, Continental Building.
Leo Vesenmeier, Jr., 2436 Republic Bank Building.

Guy's Garage, 1918 St. Louis; J. R. Guy.

Will Ross, Inc., 1019 Slocum; Jack Howell.

J. F. Perkins & Company, 1508 First National Building; Jack F. Perkins, Jr.

The Stimson Corporation, 6016 Elam Road; Howard W. Stimson.

Southwestern Farm & Ranch Service, 1302 Dallas National Building; George Becker, Jr.

Grant L. Boland, M.D., Medical Arts Building.

Frederick W. Veninga, M.D., 3520 Cedar Springs.

Gladiola Biscuit Company, 139 Harvester; K. A. Wimpee, and R. E. Smith.

Trimlines, Inc., 612 Davis Building; Mrs. M. J. Nichols.

Martha Helen Hale, M.D., 3403 Hall.

Lou S. Taylor Company, 318 Cadiz; Lou S. Taylor.

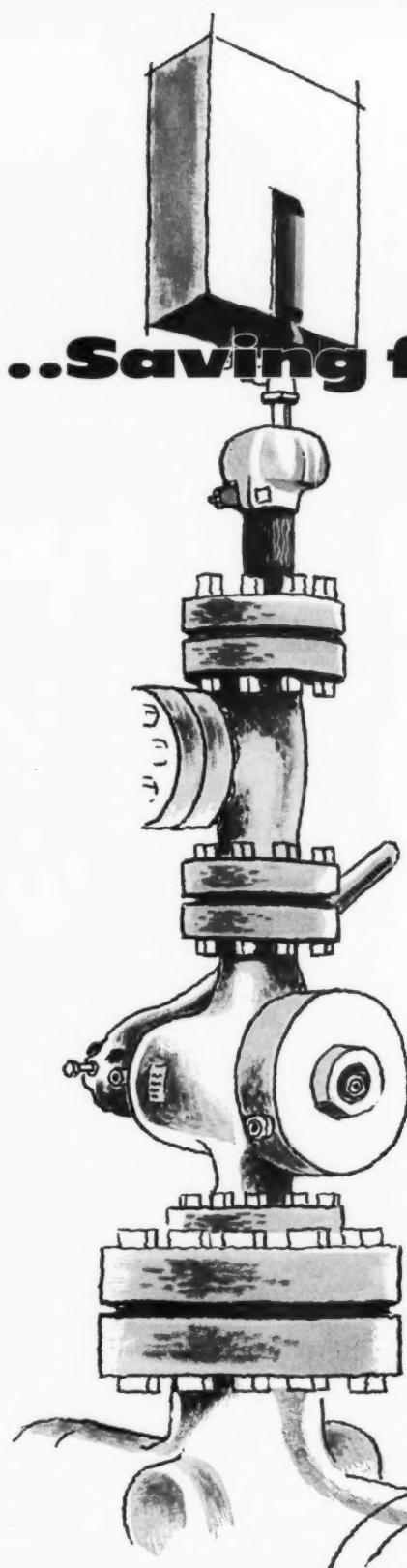
Meyer & Achtschin, 1400 Republic Bank Building; Willis Meyer, Leo Achtschin and W. C. Bednar.

Stokely-Van Camp, Inc., 2822 Glenfield; E. F. Smith, C. H. Gillock and D. E. Beaver.

Revaluation Honor Roll

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COMPANY
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DIXIE DISINFECTING COMPANY
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This injection well stores gas underground in depleted gas fields . . . it's Lone Star's savings account! It insures your natural gas supply even in coldest weather.

In summer, when demand for natural gas is lowest, Lone Star stores casinghead gas (produced along with oil) in these underground vaults. When peak demands of extra-cold weather call for the gas from normal producing sources . . . and a little extra . . . this nest-egg of natural gas that was surplus in summertime is ready to fill your needs.

Underground storage of surplus natural gas is just another example of how Lone Star has pioneered in the conservation and utilization of Texas' most valuable resource . . . Gas.

Lone Star's three storage fields, strategically located near central market areas, are:

1. New York City field — Located in Clay County, between the Dallas-Fort Worth area and Wichita Falls. Gas stored as of October 1, 1954—5,346,975,000,000 cubic feet.
2. Lee Ray field—In Stephens County, this field has 17 West Texas towns including Cisco within a 20-mile radius. Stored gas as of October 1, 1954 — 3,409,240,000,000 cubic feet.
3. View field — Near Abilene and Sweetwater, this field has 17 West Texas towns within a 20-mile radius. Gas storage as of October 1, 1954 — 1,705,513,000,000 cubic feet.



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New Chief Engineer

W. K. (Buzz) Thorson has been appointed chief engineer, structural products, a new engineering position established by Ideco, one of the Dresser Industries. Mr. Thorson will co-ordinate the firm's drilling, workover and production mast line with related structural components. Formerly assistant chief engineer of the Ideco plant at Torrance, California, Mr. Thorson is a member of the American Society of Mechanical Engineers.

Investment Bankers



DALLAS ★ TEXAS



Heads Underwriters

O. V. McDonald, sales director for Employers Insurance Company, has been named president of the Southwest chapter of the Chartered Property and Casualty Underwriters. Taking office with Mr. McDonald January 1 will be George Esker, vice president; Mrs. Joyce L. Tharp, secretary, and Mrs. Dorothy Albright, treasurer. New directors are Alfred H. Benjamin, H. R. McCandless, Jr., J. R. Brownlee and M. Cullum Thompson.

★

The Federal Reserve Bank of Dallas has re-elected D. A. HULCY, president of the Lone Star Gas Company, as a director.

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Heads Jewelry House

R. C. Humphreville, vice president of the Moore-DeGrazier Company for 28 years, has been elected president of the 46-year-old wholesale jewelry house. Mr. Humphreville joined Moore-DeGrazier in 1921, after returning from World War I. He served the company as secretary for three years before his advancement to vice president.



Wins Award for Firm

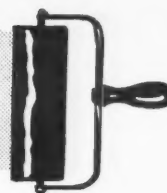
Jim Nichols, vice president of the Fine Arts Litho Company, received for his firm again this year one of three first-place awards in the Printing Industry of America's self-advertising exhibit. Basis of the award, which includes a bronze statuette of Ben Franklin and a \$1,000 check, was a series of self-advertising direct mail pieces called "Ideas That Make Democracy Work." The Fine Arts firm won a first in 1953 and a second place award in 1952.

*

GENE JONES has joined Bob Hardy Company, realty firm specializing in Preston Hollow and Town-North properties.

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The Egan Co.
1006 Ross Ave., PR-6321
Evans Ptg. and Poster Co.
2308 Live Oak, RI-4933
Fine Arts Litho Co.
701 E. 15th, YU-7583
Wm. S. Hanson, Inc.
1725 N. St. Paul, RA-6841

Johnston Printing & Adv. Co.
1901 McKinney Ave., ST-2122
Mayo Bros. Printers & Lithogs.
1206 S. Ervay, RI-5441
Powell Printing Co.
1608 Wood, RI-9528
Southwest Printing Co., Inc.
917 Camp St., RA-9224
E. J. Storm Printing Co.
2230 San Jacinto, RI-1938
Walraven Bros., Inc.
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Mohr Opens Plant on Expressway

Mohr Chevrolet Company has opened a new sales and service plant at Central Expressway and San Jacinto. The Mohr firm, owned and operated by E. A. and E. B. Mohr, has been an authorized Chevrolet dealer in Dallas since 1935, now employs 160 people. The company's new sales and service plant, occupying two and a half acres, includes the 40x70-foot showroom and a service area and repairs department area occupying 18,000 square feet. Space is provided for paint, upholstery, lubrication and car washing departments, a used car section and a customer parking lot. Total investment in the property is said to be about \$500,000. Hidell & Decker were architects for the new building. Contractor was Inwood Construction Company.

Represent Ladder Firm. Bill Coleman Associates, 145 West Yorktown, manufacturer's agents, have been appointed Texas sales representatives for the Alad Aluminum Ladder Corporation of Los Angeles, California, which makes aluminum and magnesium ladders of all types for industrial use.

Gas Company Expands. The Lone Star Gas Company has begun a remodeling and refinishing program in adjoining buildings at 301 South Harwood and 1915 Wood. The \$240,000 project will provide more space for gas appliance displays and sales and promotion activities. Vice President Wesley F. Wright said.

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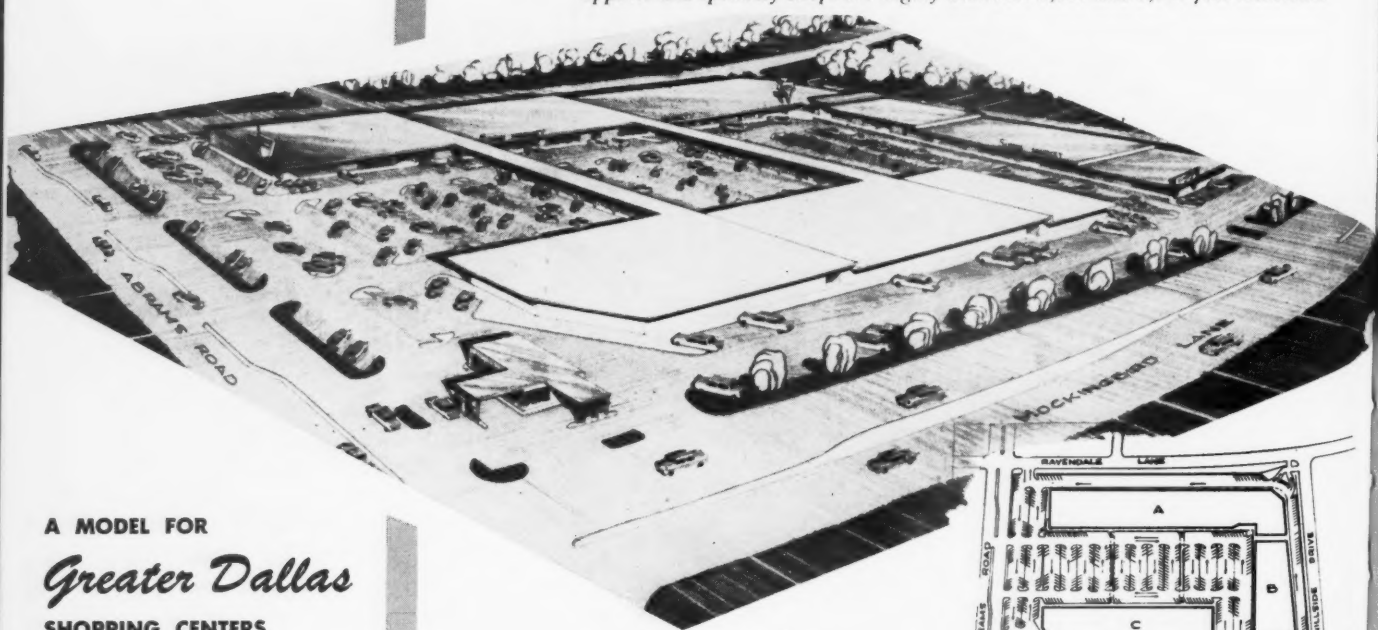
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Mockingbird and Abrams

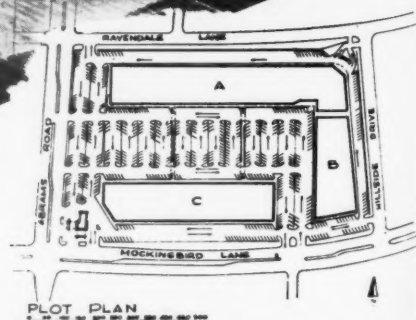
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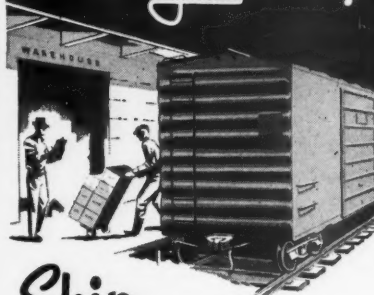
Telephone EMerson 2831



Head Annual Y.M.C.A. Membership Drive

R. L. Thornton, Jr., left, who will be city-wide chairman for the Y.M.C.A.'s annual membership drive starting January 20, is pictured with George J. Watts, center, publicity chairman, and Frank A. Larson, veteran worker with the Park Cities-North Dallas Y and campaign co-chairman for that branch. More than 1,200 Dallas men and women will take part in the drive. Other branch chairmen are Ed Reynolds, Jr., Camp Grady Spruce; Henry Graeser, Downtown; Robert Allman, Southeast Dallas; H. I. Ho'land, Moorland, and Martin Broome, Oak Cliff. Harry Shuford is co-chairman with Mr. Larson for Park Cities-North Dallas. Dallas Y.M.C.A.'s are members of the Community Chest.

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A. Robert Teasdale, Jr., specialist in servomechanisms and automatic controls and an S.M.U. faculty member, has joined Temco Aircraft Corporation's engineering department as chief of electronic design. After receiving a Master's degree from the University of Texas, he did research and teaching there until joining Convair in 1951. Early this year he was promoted to aerophysics group engineer, the position he held when he left Convair to join Temco.

★

The Business Men's Assurance Company of Kansas City, Missouri, has appointed CONWAY BARTON its special representative in Dallas. Mr. Barton formerly was a sales representative for the Western Auto Company.

*

New trustees of the Texas Research Foundation at Renner include JEROME K. CROSSMAN, president of the Dallas Chamber of Commerce; W. W. LYNCH, president and general manager of the Texas Power & Light Company, and R. L. TAYLOE, vice president of Sears, Roebuck & Company.

*

DON T. ENNIS has been promoted from assistant cashier to assistant vice president of the Republic National Bank. ED R. BENTLEY, GRANVILLE R. BRIDGES, GEORGE M. VERNER and BEN A. WALKER were elected assistant cashiers.

*

LEIF O. JOHNSON has been promoted to assistant sales manager of Ford Division's Dallas district, which supervises 189 Ford dealerships in the northern part of Texas. Mr. Johnson joined Ford in 1947.



Named Skillern Buyer

Abe B. Welsh has been named buyer of soft goods for Skillern's Drug Stores. A native of Illinois, Mr. Welsh has had more than 16 years' experience in sales, merchandising, buying and advertising with leading department store chains. He attended Western Kentucky State Teachers College and was associated in Dallas with Levine's and Neiman-Marcus before joining Skillern's. He will be responsible for development of new soft goods lines in Skillern's retail stores.

★

JIM HARRIS has joined Western States Life Insurance Company as assistant vice president for sales. He formerly was manager of Jas. K. Wilson Company's men's clothing department.

★

SID VANDERMILLER is now the regional factory sales representative for the new corrugated aluminum roll roofing of the Quaker State Metals Company of Lancaster, Pennsylvania.

*Public
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*Annual
Reports*

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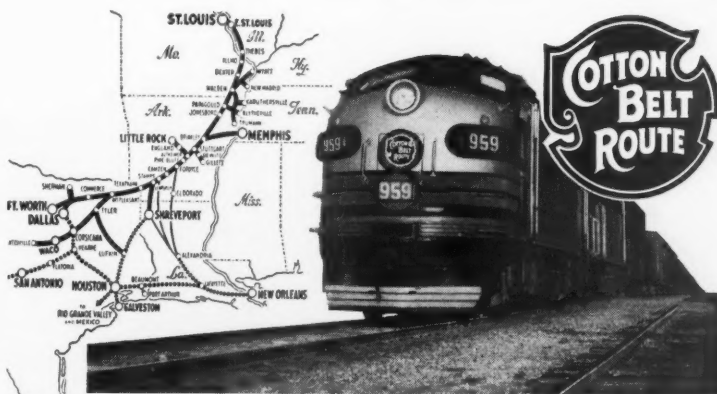
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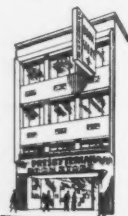
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Kahn Plans New Store for Inwood

Plans have been completed for E. M. Kahn & Company's third branch store, to be located in Inwood Village, near the corner of Inwood and Lovers Lane. The store is scheduled to be opened by August or September of 1955. Architects for the new store are J. N. McCammon Engineers. The building and land are being leased from W. W. Caruth. With 21,000 square feet of space, the new store will feature a complete girls' department, in addition to men's and women's and boys' apparel. Interior planning for the North Dallas store is being done by the Adleta Company's James Chaney, who planned the decoration for Kahn's Wynnewood store.

The Blue Flame Merchandising Council of Dallas has named W. H. BOVEE president. Other new officers are VICTOR KNEESE, vice president; K. E. HERMANN, secretary-treasurer, and JIM REESE, DUNCAN JONES, GLEN BROWN, H. M. BRADFORD, RUSSELL MAYBEN and S. V. ANDREWS, directors.

ROBERT P. BRENNAN is the new manager of G.B.C. Sales & Service, Inc., Dallas, 345 South Exposition. Mr. Brennan is a vice president of the Dallas firm, a wholly-owned subsidiary of General Binding Corporation, Chicago, world's largest manufacturer of plastic and metal book binding machines and materials.

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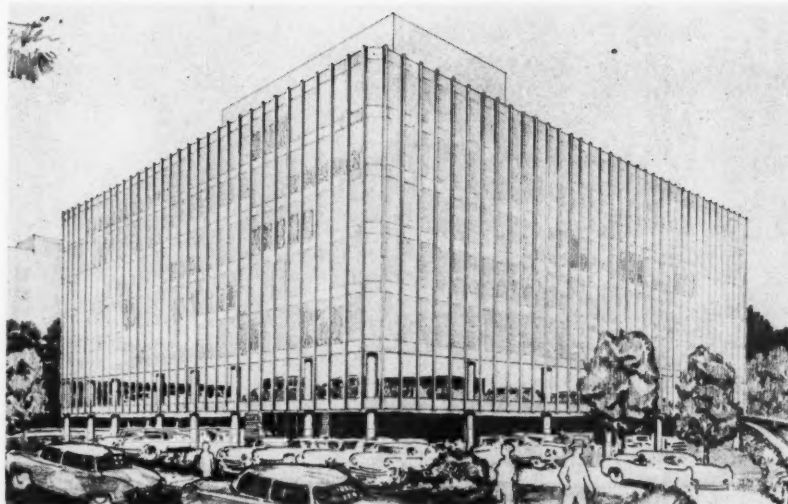
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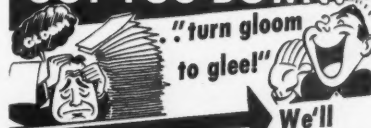




Work on Exhibitor's Building Set for January

A seven-story wholesale furniture display building will be built at Fairmount and Turtle Creek. Construction will begin early in January and completion of the \$1,750,000 project to be built by Dallas Architect Walter W. Ahlschlager is scheduled for next October. It will be known as the Exhibitor's Building and will be restricted to accredited interior decorators and buyers for retail merchants, said S. M. Schultz, consultant on its design and management. Mr. Schultz said more than 165,000 square feet of rentable floor space will be available in the building, to be owned by the Exhibition Building Corporation. Mr. Schultz is president of Chesterfield Galleries. The first show floor will be devoted to small exhibits, featuring fabrics, wall-papers, rugs and decorative accessories. The larger exhibits will be on the upper floor. The building will be completely air-conditioned. Planning includes provisions to build an addition that would expand the building by 50 per cent.

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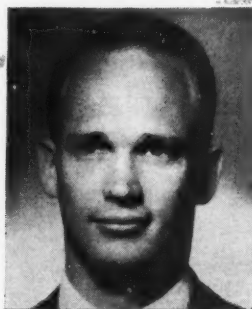
Praetorian Building

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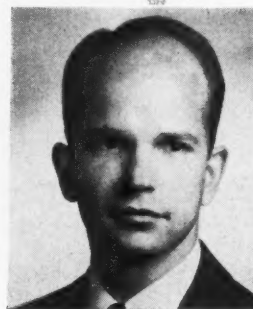
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Realty Sales Manager

Alvin D. Jett has been appointed sales manager with the American Home Realty Company, in Wynnewood. Mr. Jett formerly was sales coordinator for the company, which is headed by Angus G. Wynne, Jr. Mr. Jett also is a former assistant professor and coordinator of veterans' education at Southern Methodist University, and served as assistant to Dr. Willis Tate for the university's sustentation fund. He is a director of the Dallas Real Estate Board.



Edits 'Home Builder'

Mrs. Evelyn Allen has joined the staff of *Dallas Home Builder* magazine as editor, Michelow Publishing Company announced. Mrs. Allen formerly edited the *Frito Band Wagon*, official publication of the Frito Company. In that capacity she staged a national convention for the publication's reporters, setting a new trend in reporter education programs. A graduate of North Texas State College, Mrs. Allen served as general news editor for the *Denton Record-Chronicle* before coming to Dallas.



Receives Leaders' Award

A. R. Jaqua, director of the Institute of Insurance Marketing at Southern Methodist University, has received the 1954 Outstanding Achievement Award of the Texas Leaders Round Table. T.L.R.T. Chairman Cecil W. Murray said that Mr. Jaqua had done "more than anyone else in the state to help life insurance men." Mr. Jaqua aided in founding the S.M.U. institute in 1946, and the year before founded the nation's first insurance marketing school at Purdue University.



JAS. K. WILSON invites you to meet Mr. M. C. Cotner, who has been recently appointed to the selling staff of the Men's Clothing Department. Mr. Cotner has 38 years' experience in the men's clothing field and is qualified to serve you in a most capable manner. He invites his many friends to visit him at Jas. K. Wilson.

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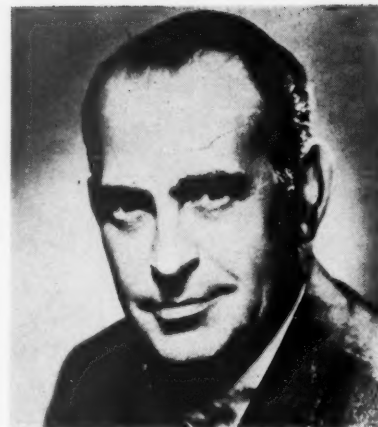
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Will Handle Contacts

Merle Becker has been named manager of oil industry relations of D. D. Feldman Oil and Gas. He will be responsible for all of the independent company's oil industry contacts and all co-operative arrangements it will make. Mr. Becker is a former president of the Independent Petroleum Association of America. A native of St. Louis, Missouri, he attended Washington University there and also studied at the Missouri School of Accountancy. He worked for banking, investment and manufacturing firms before entering the petroleum field.



Opens Own Firm

Marvin J. Wiss has opened a public relations firm at 1710 Jackson, to be operated under his own name. Mr. Wiss was formerly with Mayo Brothers Printers as an editor and public relations counsel for the firm's clients. He came to Texas from Illinois, where he operated a public relations agency for three years. Previously he served as public relations director for the Illinois Democratic Party and as a radio-television news editor. He is a graduate of the University of Illinois.



Distribution Manager

J. Clinton Storeim of Indianapolis, Indiana, has become manager of the Dallas distributing center of Western Electric Company. Mr. Storeim headed the company's Indianapolis distributing house for nearly two years. He joined the company in Chicago in 1930, and worked there until 1950. He assumed his Dallas duties December 1.



Installation Scheduled

Henry S. Miller, Jr., was to be installed December 20 as head of the North Texas Chapter of the American Institute of Real Estate Appraisers. Formerly vice president of the chapter, Mr. Miller also is past president of the Dallas Real Estate Board and currently is vice president of the Texas Association of Real Estate Boards, a member of the Society of Industrial Realtors and the Dallas Chapter of the Society of Residential Appraisers. The North Texas appraisers elected DeWitt L. Knapp vice president of their chapter.

★

LEONARD POWELL has been appointed state supervisor for Western States Life Insurance Company.

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Active Vice President

Cedric Burgher has been named an active vice president of United Fidelity Life Insurance Company. He will discontinue his construction activities and give full time to the life insurance firm beginning January 1, 1955. Mr. Burgher, a company vice president since 1948, is one of the original directors of the firm, which was founded in 1920.

✱

The Praetorians have elected J. M. MOTTLEY as president. Mr. Mottley, formerly of Houston, has been with the insurance firm since 1929. T. H. PENTON of Birmingham, Alabama, has been named vice president.

✱

Coro, Inc., world's largest manufacturer of costume jewelry, has appointed ROBERT SCHMIDT of Dallas a vice president. Mr. Schmidt will continue to live in Dallas, and to serve as district sales manager in charge of Coro's Dallas office.



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Basic Ad Writing

By Marvin Winsett. Wilkinson Publishing Company, Dallas. 80 pages.

MARVIN WINSETT, owner of a Dallas advertising agency bearing his name, has just had published a book on basic advertising writing.

Disclaiming the creation of an opus on advertising, Marvin has confined his 80 pages to cut across the maze of advertising technicalities and give the reader a clear, understandable, working knowledge of advertising preparation.

Here is a book that will be of special interest to beginners in advertising agency work, newspaper advertising personnel, magazine advertising writers, high school and college students and owners of business who must prepare or supervise the preparation of their own advertising.

Dedication of the book is to "Wilson W. Crook, who gave me my first advertising job in his advertising agency."

Marvin Winsett has spent most of his life in Dallas, having attended Austin College and Southern Methodist University. He is a member of several journalistic societies.

BASIC AD WRITING sells for \$2.00 and is published by the Wilkinson Publishing Company, 1717 Wood Street, Dallas.

—J. Richard Brown

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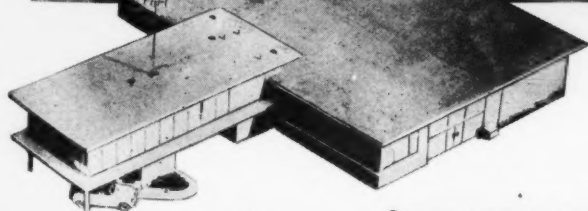
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Made District Manager

D. L. Newell has become Dallas district manager of the Royal Typewriter Company. He formerly was district manager at Omaha, Nebraska, and served in the same capacity at Cedar Rapids, Michigan. He joined Royal in 1938 in Des Moines, on the sales staff. After serving three years in the Army, he rejoined the firm and was promoted to district manager in Omaha in 1947.

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Named Publications Manager

Miss Barbara Periman has joined Employers Casualty Company and Texas Employers Insurance Association as publications editor. Miss Periman formerly was associated with Republic National Life Insurance Company as director of publications, publicity and advertising, and previously was on the public relations staff of the Mercantile National Bank, editing the bank employee magazine. A graduate of the University of Texas and a member of Theta Sigma Phi, Miss Periman won one of the top awards in 1954 company publication competition of the Society of Associated Industrial Editors.



Wins National Honor

Jake Golman, president of Oak Cliff Baking Company, bakers of Holsum Bread, was elected vice president of the American Bakers Association at the annual directors' meeting in Chicago. This honor for Mr. Golman follows his reelection to a fourth term as Texas regional governor for the national group.



In Uptown Kahn Post

Alex W. Weisberg, Jr., has been appointed assistant manager of Kahn's Uptown Store. Mr. Weisberg is a grandson of the founder of E. M. Kahn & Company, and the son of Mrs. Alex F. Weisberg and the late Alex F. Weisberg. After service in the Navy in 1944-45, Mr. Weisberg graduated from Yale in 1950 with a B.A. degree and from Harvard in 1952 with an M.B.A. degree. Before coming to Kahn's he gained merchandising experience with firms in Washington, D.C., Albany, New York, and Boston, Massachusetts.

★

ROBERT P. HALE has been named associate director of agencies for Republic National Life Insurance Company.

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Cotton Bowl

(Continued from Page 9)

pound guard who made everyone's All-American team. Winner of the John Outland trophy as *Look* magazine's outstanding lineman in the nation, Brooks declined invitations to play in Blue-Gray, East-West and North-South games when Arkansas won the conference title. Game captain nine times in 1954, Brooks has tremendous speed and is a superb all-around lineman.

Up in the forward wall, the Razorbacks got top line play from two veteran tackles—Eddie Bradford and Jim Roth. Both of these players have been starters since their sophomore play gave them the nod. Both weigh in at 196 pounds and are steady, dependable performers, always at their best when the going gets rough.

Holding down the center post for the Arkansas team is Jerry Ford, a 182-pound sophomore who has been one of the sensations of the past year. The Southwest Conference scouts poll picked him as the outstanding sophomore lineman of the year, and his outstanding play all year long against much heavier opponents rate him as one of the coming stars in the league.

One of the bright spots in the Razorback ground game is Henry Moore, a 190-pound junior who was an unanimous choice for All-Southwest Conference full-back, and picked by some selectors as the most valuable player in the conference. He was the leading ground gainer for Arkansas with 667 yards on 153 carries, ranking him only three yards behind Clyde Scott's best year. Moore scored eight touchdowns in 1954, including six in Southwest Conference play to rank him first. He's the fastest man on the squad on a composite speed scale at three distances. Moore ran 82 yards for a back-breaking touchdown against Texas and scampered 48 yards for the key touchdown in the T.C.U. game.

The title of the most valuable man on the Arkansas eleven should probably go to Preston Carpenter, the 185-pound blocking back. Carpenter kicked the winning field goal against Baylor and caught the winning touchdown pass against Mississippi. He leads the Razorback pass receivers with 21 catches for 284 yards and two touchdowns. Carpenter booted eight out of 12 extra point attempts and was a solid choice on the All-Southwest Conference second team this year.

One of the busiest Arkansas players is George Walker, the 177-pound sophomore tailback. He turned in a brilliant first-year record to lead the team in total of-

fense, passing, punting, pass interceptions, scoring, punt returns and kickoff returns. Walker ranked in all departments in conference statistics and made most All Southwest Conference second teams. His record shows 51 points scored, passed for 603 yards on 45 out of 85 passes completed, averaged right at 40 yards per punt, intercepted six passes to lead the conference and kicked nine out of 12 extra points attempted.

Georgia Tech is also loaded with football talent both in the line and in the backfield spots. At the important quarterback spot, Coach Bobby Dodd has two polished performers in Wade Mitchell, a 191-pound sophomore who lettered last year and Bill Brigman, a 173-pound senior who will be making his fourth bowl trip.

An outstanding defensive safety-man, good passer, ball handler and signal caller, Wade played more actual time than any of Tech's quarterbacks in 1953 when he was a freshman. During the 1954 season, he continued to improve with each game and at the end of the season was rated one of the Southeastern Conference's top quarterbacks. Off the statistics sheet, Wade carried the ball rushing 54 times for 100 yards and four touchdowns; intercepted three passes which returned 94 yards; passed 60 times with 28 completions for 300 yards and four touchdowns.

Brigman is rated the team's top passer and is a slick ball handler. He threw 77 passes this year, completed 39 of them for 573 yards and four touchdowns.

Carrying the brunt of the Yellow Jackets ground game are two sophomore pony-halfbacks—Paul Rotenberry and Jimmy Thompson. Thompson weighs only 150 pounds but is probably the most colorful back on the Georgia Tech squad, capable of going all the way every time he gets into the opponents' secondary. He runs with his feet out in front of him like he was sitting on a scooter and is hard to bring down. Thompson carried the ball 47 times rushing for 442 yards

(Continued on Page 54)

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J. W. LINDSLEY & CO.

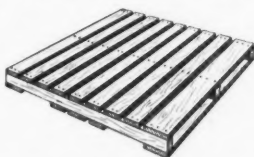
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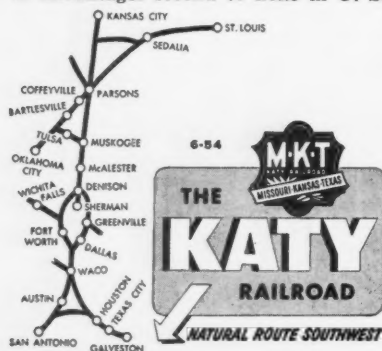
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Young Men Going Places

Bruce Alger

by Robert Carl

EVEN in Webster Grove High School where he was co-captain of the football team and president of six student organizations, Bruce Reynolds Alger was destined to become a young man going places.

It was at Princeton University that the student-athlete became known as "Horatio" Alger. And it was apropos that his classmates identified the good looking young Texan with the famous fiction personality of the American success story. At the university on a scholarship, Bruce helped cover his educational expenses by waiting tables in some of the men's dining halls. In addition, he found time to play center on the first string varsity football team, letter in track, and serve as resident manager of the Quadrangle Club both his junior and senior years.

After graduating in 1940 with a B.A. degree, Bruce served in the U.S. Air Corps as a B-29 commander. During World War II, he participated in 24 combat missions which made historic raids over the falling empire of Japan.

Back home in 1945, Bruce decided to enter the real estate business. He went to some of Dallas' top real estate men for counsel, who advised the energetic ex-pilot to get into residential sales.

"I worked six weeks, day and night, trying to sell my first house," Bruce says.

Soon, however, the Alger Development Company was formed with offices at 142 Casa Linda Plaza, near the booming area of White Rock Lake. This move led, in turn, to the development of a residential district named Alger Park.

About this time, people began to take note of the serious-minded but friendly real estate salesman. They asked him to help in civic projects and to participate in community affairs.

"If your fellow citizens have confidence enough to ask you to do a job, you don't have the right to refuse" is the Alger philosophy.

Bruce was elected the first president of the newly-formed White Rock Chamber of Commerce. He also became a charter member and director of the White Rock Kiwanis Club. Later he was asked to serve as health club chairman of the Downtown Y.M.C.A. Today he is a member of the Edwin J. Kiest Masonic Lodge No. 1310, a 32° Scottish Rite Mason and a Knight Templar of the York Rite. He is also a member of the Dallas Chamber of Commerce and the Better Business Bureau.

In 1952 he joined Republican precinct workers to help elect President Eisenhower because he believed the principles thus represented were best for his community, state and nation.

"I believe the Government should protect our rights, not provide them," he said. "Texas is the last stronghold of conservatism, and it is this thinking that is largely responsible for its greatness."



BRUCE ALGER

From a young man who experienced a shoestring beginning and developed his business into a successful private enterprise, there are few who can contest his sound Jeffersonian ideas.

The spectacular story of Bruce Alger's personal campaigning and final election as Representative from the 5th Congressional District, U. S. House of Representatives, is now well-known to everyone.

"I wanted to take the problem directly to the people—with truth and sincerity," Congressman-elect Alger avows.

And he did just that. Without reference to notes, he spoke openly and positively, even though he had never before done any public speaking nor had he run for any previous political office.

Caruth's Hillside Village Plans January Opening

More than a score of business establishments, including two of greater Dallas' largest supermarkets, will open for business when W. W. Caruth, Jr., unveils the first section of Hillside Shopping Village at Mockingbird Lane and Abrams Road early in January. Another dozen tenants are to take occupancy within a short time later.

Dwarfing anything in North Dallas or the Park Cities under single ownership, the new "L"-shaped village, when completed, will provide more than 300,000 square feet of ground floor space in addition to parking facilities.

In the future, Hillside Village probably will serve a residential section of some 25,000 people north to the Northwest Highway and east to White Rock Lake. The area, like that of Caruth's Inwood Village, has been established by the U. S. Census Bureau as in the highest per capita income bracket in Greater Dallas.

Occupying 15,000 square feet of the new village will be a new and modern A. & P. Supermarket, as large as any in Greater Dallas, according to O. I. Black, vice president in charge of the Dallas units of the Great Atlantic and Pacific Tea Company.

Comparable floor space will be occupied by the sixth largest Evans Food Mart in Dallas.

A modern, complete drug store with fixtures painted in varied colors will be operated by John Cobb, owner of Airway Drug Corporation, and president of the new Hillside Village Drug, Inc.

E. B. Reed, who has been in the hardware business in Northeast Dallas 31 years, will move his Greenville Avenue store stock to larger quarters in Hillside.

A restaurant operator in Dallas for 35 years, A. D. Beck, will move his Beck's

Fried Chicken restaurant to the Hillside development from Lovers Lane.

Devenport Company, Inc., which operates variety stores throughout East Texas with headquarters at Jacksonville, enters the Dallas retailing field for the first time with a 6,000-square-foot store.

A fifth Community Sewing Shop, owned by R. W. Turner and E. W. Finley, is another addition to the village.

Other businesses in Hillside will include F. A. Ford's Ben Franklin general variety store; the Williams-Logue Carpet Com-



W. W. CARUTH, JR.

pany; Conkling's Youth Fashions; Polly DuPont's Hostess Accessories; a fourth White Star Laundry; a Hillside Man's Shop; a Fritz Paint Store; Ann Hughes, a specialty-type shop; a toy store, Jo-Jo Toys; a shoe store, featuring Red Goose children's shoes; a Lalla's Dress Shop, and a Linda's Beauty Salon.

A professional corner for eight office suites already has leased space to two dentists, Dr. John W. Morrow and Dr. Nicholas Lund.

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For Over a

Quarter-Century!

Great National
Life Insurance Company

Home Office — Dallas

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TRAVELING SALESMAN

via U.S. mail!

Meet Mr. Direct Mail — a salesman you can add to your force at the cost of a 3¢ stamp. He'll sell for you — and sell *fast* — on an expense account no other salesman can match.

But how to work this week — call Fine Arts Litho Company, photographers for many of Dallas' most successful direct mail users. Fine Arts' experience in direct mail advertising is your assurance of positive results.

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ARE YOU RECEIVING "Ideas That Make Democracy Work," Fine Arts' monthly series of lithographed quotations? If you would like to receive these beautifully illustrated pieces, call the above number or write to P. O. box 5927.

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This is not just a phrase with the Texas Bank folks
... it's an expression of goodwill and integrity in
handling your banking business. All the time ...
to know you better ... serve you better.



Cotton Bowl

(Continued from Page 51)

and a 9.4 yards average (best in Southeastern Conference). He had long runs during the season of 56, 55, 51, 35 and 34 yards.

Rotenberry was regular left halfback for the Yellow Jackets during the past season, but was held out of several games because of injuries. Over the year, the 171-pounder carried 54 times for 313 yards and a 5.8 average; caught seven passes for 120 yards and led the halfbacks in tackles made with 27.

Tech's finest all-around end is Henry Hair, a 204-pound senior who was an all-Conference selection this season. He is big, fast, has a fine pair of hands, blocks well and is a very good defensive end. During the 1954 season, he caught 24 passes for 270 yards and four touchdowns.

There will be a battle for the outstanding guard play in this year's Cotton Bowl game as Georgia Tech has an outstanding guard by the name of Brooks also. Franklin Brooks, a 190-pound junior is said to be one of Tech's greatest linesmen. Five times during the 1954 season (at all three away-from-home games) Brooks was nominated for the Associated Press national lineman of the week award. Although noted for his great defensive play, he is Tech's best blocking lineman. Brooks led the team in tackles with 106 in ten games, recovered six fumbles, blocked one punt and was named on all Southeastern All-conference teams, along with considerable All-American mention.

The most outstanding player on the Georgia Tech team is Captain Larry Morris, the big 207-pound senior center. Most observers rate him as one of the greatest players in the history of the school. The 1955 Cotton Bowl game will mark the fourth straight year Morris has played in a major bowl game with Tech as a regular and as a star. In his four years at the Atlanta school, Larry has been a regular and played in 45 games. In four years, he missed only the Duke game this year due to an injury. In spite of this record, Morris had a rough season this year. Injured in the S.M.U. game, the injury slowed him up and kept him from playing his usual outstanding game and cost him another All-American honor. Last year, he made almost everyone's All-American team.

He's back in top shape again now as shown in his play in the Georgia game when he came through with one of his greatest performances to be named the Associated Press linesman of the week.

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**He just doesn't have
"Continuous Vision"**

Things like this happen when your natural vision is impaired—when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames

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308 Medical Arts Building Dallas



Manufacturers' President

Gus K. Weatherred, president of Dallas Transfer & Terminal Warehouse Company, has been elected president of the Dallas Manufacturers and Wholesalers Association. Other new officers include: F. O. Detweiler, president of Chance Vought Aircraft Corporation, William Goldstein, president, Goldstein-David Company, and William H. Egan, president, the Egan Company, vice presidents; and Leland Dupree, vice president, Republic National Bank, treasurer. M. E. Mark Hannon was re-elected as executive secretary and manager.



Named Office Manager

J. Lowell Shield has been named manager of the Dallas office of the Farm and Home Savings and Loan Association. He had been loan department manager since 1949. Prior to that he was associated with the firm of Patterson and Jones, agency of Farm and Home at Austin. A native of Grand Saline, Texas, Mr. Shield came to Dallas in 1936, and formerly worked for Home Owners Loan Corporation, the Employers Casualty Insurance Company and T. A. Manning and Sons, general agents.

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**We tip our
RESISTOL**

**to the Dallas
Chamber of Commerce**

for their masterful planning and farsighted direction in developing the civic spirit and industrial leadership that has made the Dallas market one of the most powerful in the nation.

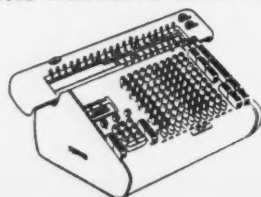
In our neighboring community of Garland we appreciate how civic teamwork can enhance the enjoyment of living in a community. Resistol's nationwide expansion and industrial growth has been effective because of our stable citizen-workers who believe that community spirit is reflected in industrial efficiency. It is these weapons of strength that will continue the advancement of this area.

RESISTOL
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Friden *fully-automatic* CALCULATORS

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EVERY MEMBER OF THE EMPLOYMENT BOARD OF DALLAS

is an "un-subsidized" tax-paying citizen like you. As our Client, we study your needs to the last detail, and use every professional means to serve you promptly and well.

WE SAVE YOUR TIME —

Let us do the searching, interviewing, weeding out — to fit your requirements. Information on background, ability and limitations of each applicant referred to you is as complete as possible.

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Whether they are medical technicians, secretaries, clerks, chemists, designers, salespeople, artists — any classification — we find them for you.

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324½ West Jefferson	WE-4661
SACKS EMPLOYERS SERVICE	
438 Wilson Bldg.	PR-0694
SALTER EMPLOYMENT SERVICE	
I.C.T. Bldg.	PR-3551
WERT EMPLOYMENT SERVICE	
1115 Praetorian Bldg.	RI-1042

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TO YOU!**



**MEMBER
EMPLOYMENT
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KNOWLEDGE • INTEGRITY • SERVICE



Ideco Vice President

George W. Walton has been appointed executive vice president of the Ideco Division of Dresser Equipment Company. He is a former president of the Tulsa chapter of the Nomads, international organization of oil equipment sales representatives. He assisted in the establishment of the Southwest Purchasing Agents Association of Dallas, Fort Worth and Shreveport.

*

The Premier Autoware Company of Cleveland, Ohio, has named **VERYLE F. SAFFELL** Dallas district representative.

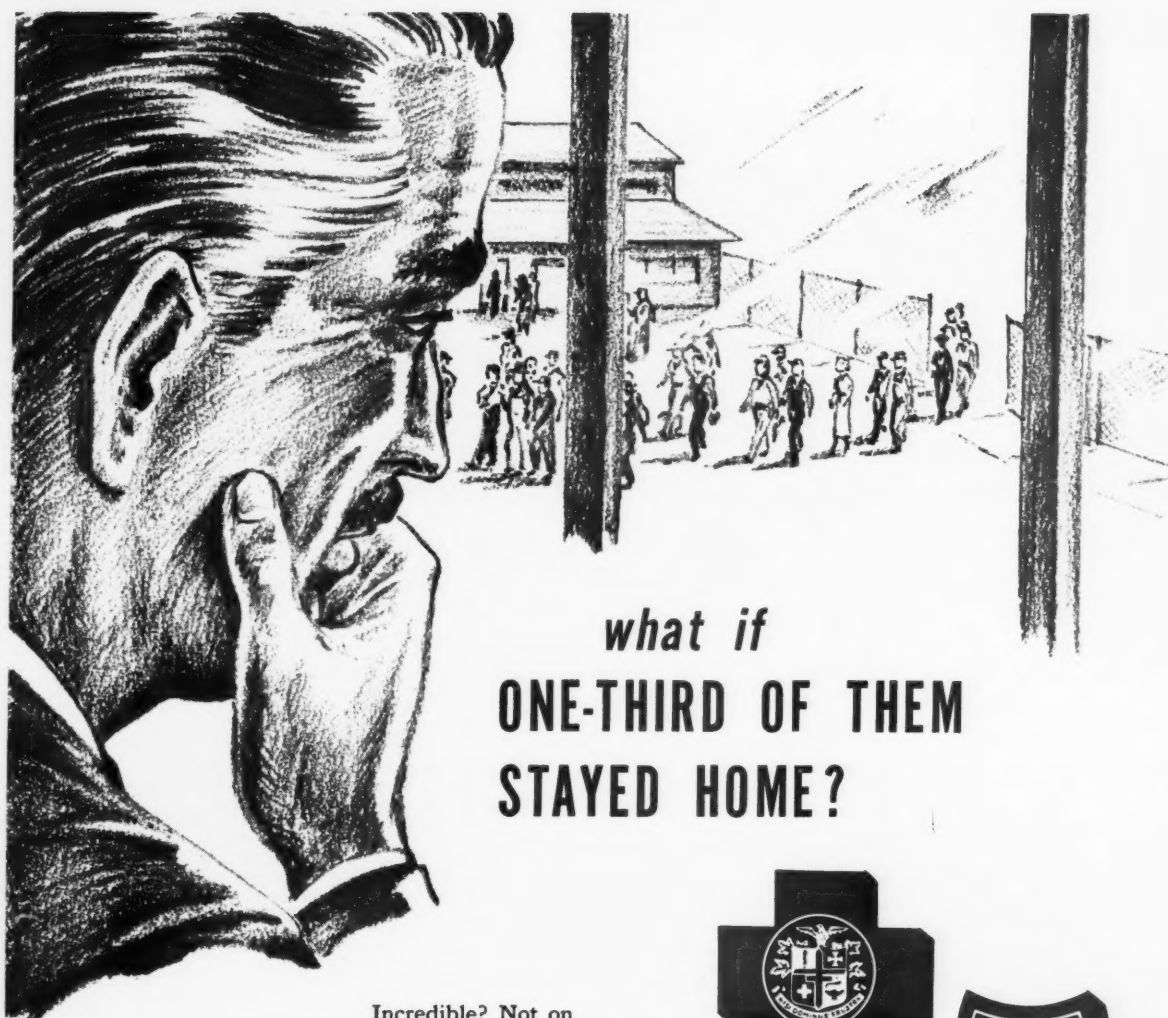
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St. Petersburg, Florida

The largest and finest fireproof hotel on Florida's Gulf Coast . . . directly facing Tampa Bay and tropical waterfront parks. Fresh water pool and 18-hole golf course. Guest privileges at exclusive Bath Club at Redington Beach. All recreations available. 375 rooms. American Plan. Superb cuisine. Folder and rates on request. Address . . .

Sterling B. Bottome, Managing Director





what if
**ONE-THIRD OF THEM
 STAYED HOME?**

Incredible? Not on
 your life, it isn't!

Oh, maybe they'll
 punch the clock. Punch
 in and walk to their desks
 or machines or wherever they're supposed
 to work.

But you know—better than anyone, prob-
 ably—that a man can punch in and still
 not be on the job. That's why *their* problems
 are *your* problems. Because they cost *you*.

For instance: during the next 12 months,
 every third person on your payroll will have
 someone of his family in the hospital. Him-
 self, his wife, a youngster. That means ter-
 rific expenses. Money he hasn't got. And



that means big worries.

Then who will he be working for?
 You? Or his problems?

*Wouldn't you like to see Blue Cross pick
 up that hospital bill? Pick it up*—and
 leave your man free to do the job you hired
 him to do?*

A phone call will bring a BLUE CROSS
 representative with all the facts and figures.
 Don't you think it would make good sense
 to have your secretary place that call—
 right now?

BLUE CROSS PAYS THE HOSPITAL . . . BLUE SHIELD PAYS THE DOCTOR

*—There are sensible restrictions, of course; that's the only way in which the cost can
 be kept so low. But they are sensible, and clearly stated.

BLUE CROSS and BLUE SHIELD of Texas

ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
 FORT WORTH • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND • SAN ANGELO
 SAN ANTONIO • TYLER • WACO • WICHITA FALLS



in sum and substance...

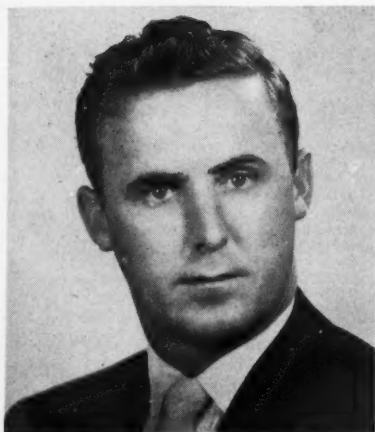
THERE IS NO BETTER ADDING MACHINE THAN THE REMINGTON RAND ALL-ELECTRIC

To SUM, or list, the simplified 10-key keyboard makes possible fast, accurate touch-method operation. In SUBSTANCE, the clear, easy-to-read 2-color tape provides both the perfect means of checking accuracy, as well as a permanent record of figurework accomplished.

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2100 N. AKARD STREET, DALLAS 1, TEXAS



District Passenger Agent

Roy L. Lassiter of Wichita Falls has been promoted to district passenger agent at Dallas for the Fort Worth and Denver Railway Company. Mr. Lassiter, who was passenger agent at Wichita Falls at the time of his promotion, formerly was city passenger agent at Fort Worth for the F.W.&D.

★

E. B. MITCHELL, JR., has been named vice president and manager of the Texas Division of the Lone Star Cement Corporation. F. NELSON BANE is now division sales manager and WILLIS R. GREER assistant division sales manager.

★

WILFRED B. KIRK, vice president of the Texas Bank and Trust Company of Dallas, has been named president and a director of the newly-formed Harvard Advanced Management Association of North Texas. ED DOWNING also was elected a director.

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christmas IS magic!

For the children, of course it is. In time, they will learn not only the deeper meaning of Christmas but also what we as adults know . . . that the peace, prosperity and family security we enjoy at Christmas and throughout our lives are blessings that must be worked and planned for.

For instance, the man who has a soundly planned program of insurance with Southland Life is working hand-in-hand with the present to protect the future. Are you assuring your family for the Christmases to come the "magic" of security? If not, then see your Southland Life Representative . . . today.

ASSETS OVER \$160,000,000
Insurance in Force Over \$870,000,000
Paid to Policyowners and Beneficiaries Over \$117,000,000

55 BRANCH OFFICES

Southland
Life Insurance Company
Serving Since 1908

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CREATIVE DRIVE for '55

Creative advertising PLUS hard selling — that's the ticket that will push up sales graphs in 1955.

Every agency and every advertising department is reaching for new ideas on copy, art, engraving, color printing, etc., etc. . . . It takes new ideas to sell.

MEDIA also deserves some creative thinking at this season. Buyers are more important than circulation figures. Salesmen are rated on SALES — not on how many calls they make.

Put your media yardstick on DALLAS in terms of buying power and dynamic readership. Tie-in your 1955 advertising program with the graphic and colorful story of DALLAS.

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DALLAS

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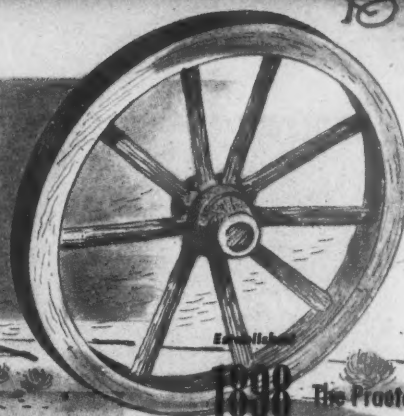
TOM MCHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

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Dallas PIONEERS



THE streets of Dallas were originally planned when our city limits were just a half-mile square and centered around the courthouse. They were laid out to serve ox wagons and mule teams, and a little later, mule cars. The above photograph* shows a house on Main Street between St. Paul and Harwood about 1875, and also the back end of a mule car on the main line of public transport then serving Dallas' 5,000 people. Twenty-five years later, in 1900, the first automobile appeared on the streets of Dallas and that same year the Murray Company was founded on its present site, then on the outskirts of the city. Originally set up to manufacture cotton gins and cotton gin machinery, the firm grew with the Dallas Southwest and branched out into other fields. In 1916 the Murray Company originated its industrial supply division by taking over a Dallas firm that had been established in 1907. As Texas grew, investment trends reversed from East to West and the Murray Company acquired two old Massachusetts industrial firms; in 1937 the Carver Cotton Gin Company, founded in 1807, and in 1947, the Boston Gear Works, founded in 1880. During World War II the Murray Company made an outstanding record on defense production in all its divisions. Today, its industrial supply division serves the Southwest and the Murray Company with its subsidiary plants make up one of Dallas' major industrial organizations.

*From OUR CITY, DALLAS by Justin F. Kimball.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

69 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

72 Dallas Railway & Terminal Co.

Street Railway

72 Huey & Philp Company

Wholesale

78 National Bank of Commerce

Banking

84 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

89 Austin Brothers Steel Co.

Steel for Structures of Every Kind

89 J. W. Lindsley & Company

Real Estate and Insurance

90 William S. Henson, Inc.

Advertising Printing

93 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products

96 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1898 The Praetorians

Life Insurance Service

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and Home Elevators

1903 First Texas Chemical Mfg. Company

Pharmaceutical Manufacturing

1904 T. A. Manning & Sons

Insurance Managers
Fire — Casualty

1910 Moser Co. Realtors

Industrial and Commercial Leases and Sales

1910 Red Bryan's Smokehouse

Barbecued Meats

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers — Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance



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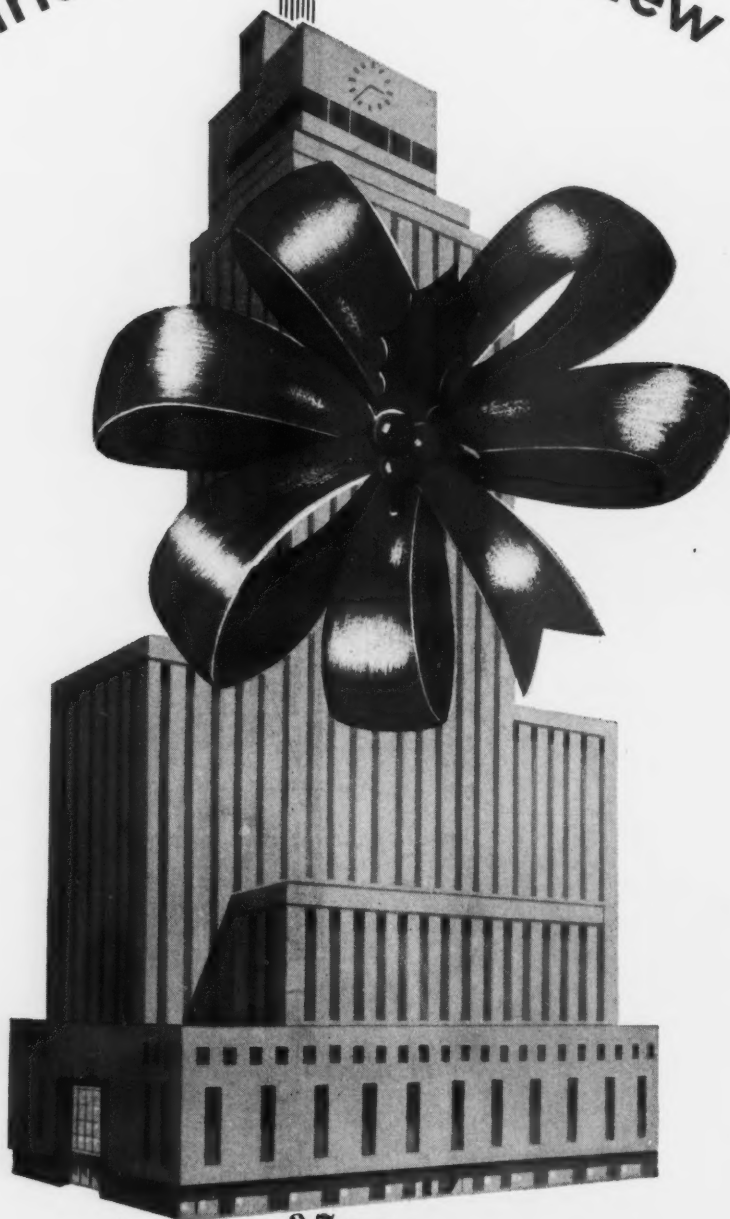
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